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Former PepsiCo SVP Joins Daymon Board

Aug 2, 2009

Carla R. Cooper, a former SVP at PepsiCo and 28-year CPG veteran, has joined the board of directors at Daymon Worldwide, the Stamford, Conn.-based private label broker and consultancy.

“Carla is not only the first female member of our board, but she is also the first Daymon board member who has spent her entire business career working on the national brand side of the grocery store,” said Milt Sender, Daymon chairman. “She will bring insight, clarity, and untold knowledge in an area that we have competed with for 40 years.”

Most recently, Cooper served as SVP for Quaker, Tropicana, and Gatorade (QTC) sales for PepsiCo, leading a cross-functional staff of 2,000 associates, including finance, human resources, supply chain, sales strategy, field sales, and category management.

Prior to this, she was president and GM of natural and frozen foods for the Kellogg Co. in Battle Creek, Mich., with responsibility for the company’s Worthington Foods, Kashi Co. and Eggo businesses, which generate annual sales of \$650 million.

Cooper also worked in the foodservice and the retail divisions of Coca-Cola USA for 12 years as VP, customer marketing, managing the all-channel, all-national customer group.

Cooper is an active member of the Grocery Manufacturers Association, the Food Marketing Institute, the Culinary Institute of America and the Women’s Foodservice Forum, the last of which she chaired for three-and-a-half years. Additionally, she has been active in the International Foodservice Manufacturers Association (IFMA), and was that group’s first female chair. She currently serves as a director for Ruth’s Hospitality Group, Inc.

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