

Dawn Hudson

Former Chief Marketing Officer at the National Football League and Former President and CEO of Pepsi Cola North America

Whether serving as CEO, Chief Marketing Officer, or Chairman of the Board, Dawn Hudson has led an impressive career spanning high-level posts in media, retail, consumer goods, consulting, and healthcare at some of the biggest corporations in the world including the NFL, PepsiCo, Lowe's Home Improvement, Allergan, PF Chang's, the PGA, and NVIDIA. From "Super Bowl Babies" to the return of the "Pepsi Challenge," Hudson's track record of success is packed with groundbreaking ideas born of an ability to see what's around the corner and an expertise in crafting revenue-boosting competitive advantages. For her revolutionary work strengthening brands' positioning and marketing, tapping into culture change as fuel for innovative business strategies, and championing inclusive leadership and diversity, Hudson has been recognized as the "Most Vital Leader in Tech, Media, and Marketing" by *AdWeek*—topping a list of 50 industry titans—and twice as one of *Fortune* magazine's "50 Most Powerful Women in Business." She is also a co-author of *You Should Smile More: How to Dismantle Gender Bias in the Workplace*, which was written to help women navigate the little moments of everyday corporate life, while educating and including men in the conversation as well. Exclusively represented by [Leading Authorities speakers bureau](#), she speaks with electricity about the power of brand, how to embrace change and drive innovation, and the importance of strong and inclusive leadership.

Hudson is an advocate of smart reinvention and growth with more than 20 years' experience at some of the world's best-known and most-loved brands. She shares insights on turning adversity into an advantage, building a global presence, and why, in today's business climate, innovation must be central to everything from distribution to selling stories to human capital management. Energetic and engaging, her near-photographic memory and story-telling delivery style allow her to present in a way that at once demonstrates tremendous business savvy and connects with audiences. Asking questions like, "What are your organization's core capabilities?" and "How can you capitalize on those abilities in a way that's authentic?", Hudson imparts valuable insight that helps audiences unlock new ideas, reimagine what's possible, and take a closer look at short- and long-term value creation strategies.

Ushering In A New Era At The NFL. Hudson assumed her role at the NFL during a climate of controversy and change. Charged with steering the massive brand back on track, Hudson worked to bring more humanity, laughter, and a younger focus to the League through industry-leading advertising efforts (including her many well-received Super Bowl campaigns), an overhaul of events programs to generate fan engagement, and partnering with institutions to develop brand encounters for fans—like the "NFL Experience" operating out of Times Square in New York City.

Prior to the NFL, Hudson was the vice chairman of The Parthenon Group, where she focused on strategic analysis and vision setting, negotiating sports and customer deals, and sharing growth through brand building and industry-leading innovation.

Voice Of A New Generation's Drinks. At PepsiCo, Hudson served as CEO of PepsiCo's \$6 billion North American beverage business. She shepherded volume gains across an assortment of products by promoting greater focus on core brands and activities, and by revolutionizing marketing and tie-ins with sports organizations. She played a major role in brand-building and improving sales, manufacturing, and information technology to better serve an evolving retail marketplace. Her

impact on advertising and communications within the beverage industry is legendary. Under her leadership, Pepsi also maintained its status among the most purchased brands in the country.

Accolades. Hudson was twice named to *Advertising Age's* list of "Top 50 Marketers" and was additionally named "Advertising Woman of the Year" by Advertising Women of New York. She is inducted into the American Advertising Federation's Advertising Hall of Achievement.

Additional Affiliations. In addition to her work with the NFL, PepsiCo, and The Parthenon Group, Hudson has served on the boards of Allergan, Lowe's, NVIDIA, Interpublic Group, and PF Chang's, and served as Chairman of the Board of the PGA for two years.