



Furqan Ahmed Syed

Chief Commercial Officer, PepsiCo International Beverages & General Manager, PepsiCo Pakistan Beverages

Furqan Ahmed Syed is a prominent industry leader with over 25 years of world-class expertise in the global food and beverage industry. As Chief Commercial Officer for PepsiCo International Beverages and General Manager for PepsiCo Pakistan Beverages, he spearheads innovative strategies that drive global growth and solidify market leadership..

Mr. Syed previously served as Senior Vice President & Chief Commercial Officer for PepsiCo's Africa, Middle East, and South Asia (AMESA) sector, where he successfully led strategic commercial initiatives. Prior to this, as CEO of PepsiCo Pakistan & Afghanistan (2017-2024), he adeptly managed a \$2 billion enterprise, including franchise beverages and pioneering food initiatives, achieving significant performance improvements and market share gains.

Earlier, Mr. Syed was President of Pepsi Philippines (2014-2017), overseeing a \$700 million food and beverage business that consistently ranked among PepsiCo's top-performing markets, earning him the prestigious Chairman's Award in 2016. As General Manager for Foods Pakistan and Afghanistan (2010-2014), he transformed an emerging segment into one of PepsiCo's fastest-growing businesses through innovative market strategies and strategic brand positioning.

An advocate of inclusive leadership, Mr. Syed founded the "Male Champions of Change" in Pakistan and co-founded "Women on Boards," underlining his commitment to diversity and gender equality. His leadership excellence has been recognized with notable accolades, including the CEO Excellence Award from the IABC and the Salt and Light Leadership Award for his stewardship of Performance with Purpose initiatives.

Before joining PepsiCo, Mr. Syed gained critical cross-sector experience at leading corporations in Pakistan. He earned his MBA from the Lahore University of Management Sciences (LUMS), where he also served on the Board of Trustees, and acquired his bachelor's in social sciences from the Government College University, Lahore