

## **Ellen Taaffe**

Ellen Taaffe is Vice President of Marketing, Health and Wellness, PepsiCo. In this role, she oversees PepsiCo's corporate consumer communications and healthy lifestyle programming. She led the development and launch of Smart Spot™, the symbol of smart choices made easy, that can be found on over 100 of PepsiCo's products. She leads the integrated communications surrounding this initiative including PepsiCo's corporate advertising, smartspot.com, promotional programming, and the Discovery Communications networks' partnership. Additionally, Ellen leads the PepsiCo sponsorship of America on the Move and the corporate kids programming including Balance First™, elementary school and middle school lesson plans teaching energy balance. Prior to this role, Ellen was Vice President of Marketing for Frito Lay's Convenience Foods division, leading the Quaker snacks businesses through the merger integration. Prior to the merger, she was Vice President of Marketing, Quaker Snacks and Rice-a-Roni/Pasta Roni. Ellen started with Quaker Oats in 1984 and has held a variety of Sales, Training, and Sales Management positions prior to moving into Marketing in 1993. Her marketing roles have included brand management and new product assignments in RTE Cereals, Quaker Oatmeal Equity, Golden Grain side dishes and Quaker Snacks. She has a Master's Degree from the J. L. Kellogg School of Northwestern and a Bachelor's Degree from the University of Florida. Ellen resides in Chicago and sits on the Board of Directors for Chicago Communities in Schools, a non-profit organization that works to connect Chicago public school students with community services to meet their prioritized needs so students can learn and prepare for life.