

BOARD DIRECTOR CANDIDATE

Global Business Leader | M&A Integration | Go to Market Strategy & Execution | Marketing, Data & Analytics Expertise | Sustainability & Corporate Governance

Industry-leading executive with 20+ years of progressive integrated marketing, communications and general management experience—including expertise delivering data-driven, digital-first, culturally relevant marketing programs advancing organizational mission—and 7+ years serving on boards, reporting directly to the CEO, and presenting to / interacting with a publicly-traded company board of directors. Strong background leading and working with global business teams and boards, M&A integration and launching and building new businesses. Award-winning marketer recognized for leading programs that grow brand awareness and market share while attracting diverse, younger audiences. Trusted board advisor on business, go-to-market strategies, innovation, digital transformation, organizational capability and sustainability management.

BOARD & CORPORATE LEADERSHIP

HUGE **2022 – Present**

Small-cap digital transformation agency owned by AEA Investors, a top global investment firm with \$19B AUM.

- Independent Director (1 of 3 independent directors and 1 of 2 women on a board of 9 members).
- Oversaw 3 successful M&A transactions/integrations and 2 CEO replacements.

7-ELEVEN MEXICO S.A. DE C.V. **2025 – Present**

Mexican convenience retailer with 2k locations & \$1.4B revenue. Joint venture between 7-Eleven, Inc. and ICONN Mexico.

- Independent Director (First and only woman board member in the company's 50-year history).

7-ELEVEN, INC. **2019 – Present**

American convenience retailer with 13k locations, 80k employees & \$70B+ revenue. Owned by 7&I Holdings Co, Ltd (Nikkei: SVNDY).

- Member, Executive Management Team and Risk Oversight Committee.

UNIVERSITY OF TEXAS AT AUSTIN - MCCOMBS SCHOOL OF BUSINESS **2019 – Present**

Public university selected as one of Forbes' 10 "Public Ivies." McCombs is a nationally ranked Top 10 program with 13k enrollment.

- Member, Dean's Advisory Council (2023-present).
- Board Chair (2020-2022) & Member (2016-2022), Master Programs Advisory Council.

GOOD KARMA FOODS **2018 – 2019**

Plant-based dairy food and beverage company with majority ownership from Dean Foods Company.

- Board Chair. Successfully led recapitalization of the company.

DEAN FOODS COMPANY **2017 – 2019**

American food and beverage company and largest dairy company in the United States during its operation (NYSE: DF).

- Member, Executive Management Team.

SELECT CORPORATE ROLES & CAREER HIGHLIGHTS

7-ELEVEN, INC. **2019 – Present**

Executive VP, Chief Marketing and Sustainability Officer | 2023 to Present

Executive VP, Chief Marketing Officer | 2022 to 2023

Senior VP, Chief Marketing Officer | 2019 to 2022

Lead strategic vision for all marketing, communications and sustainability functions for 7-Eleven's \$70B+ portfolio of brands across 13k+ stores: brand & creative strategy, advertising & media, customer insights, loyalty & personalization, retail media, visual identity,

and corporate communications. Drive transformation agenda to integrate sustainable management practices across the enterprise. Serve as Chair of 7-Eleven Cares Foundation. \$250M budget responsibility and oversight of a 126-member team. Report to the CEO.

- Created *Take It To Eleven*, the company's first integrated marketing campaign, which delivered 7% store traffic increase, 9% market share increase of total convenience market and received multiple industry accolades.
 - *Take It To Eleven* was awarded a Gold Effie in 2021 and recognized by WARC as #42 on the "Global 100 Most Effective Campaigns" list, and led to the brand designation as a "Top 50 Gen Z Brand" by Insider.
 - Pioneered "brand collaboration" model with social media influencers to increase 7-Eleven's cultural relevance, resulting in billions of earned media impressions and culminating in 4 prestigious Cannes Lions awards (2024).
- Developed & launched Gulp Media Network— the first-to-market retail media network in the convenience retail industry.
 - Delivered \$73M+ income in Year 1 of Gulp Media Network's launch with 25% YOY growth.
- Led the integration of 3 functions - marketing, communications and loyalty - after the \$21B acquisition of Speedway, achieving multi-million dollar synergy goals, streamlining systems and processes, and unifying team culture.
- Steered global collaboration across 7-Eleven Inc (North America), 7-Eleven Japan and 7-Eleven International (17 markets) to identify best practices in marketing, loyalty, retail media, communications and sustainability and apply locally.
- Created 7-Eleven's first comprehensive sustainability strategy, governance and operational model, *Good Made Easy*, to achieve ambitious climate and social impact objectives tied to the United Nations Sustainable Development Goals (UN SDGs).

DEAN FOODS COMPANY

2017 – 2019

Senior VP, Head of Marketing and R&D and General Manager, Frozen Business Unit | 2018 to 2019

VP, Head of Marketing and Innovation | 2017 to 2018

Created & executed marketing transformation plan for the company's \$4B branded portfolio and led a cross-functional organization of 1600 employees and 9 manufacturing facilities.

- First non-R&D practitioner to lead the research and development organization. Successfully integrated marketing and R&D teams, creating a shared vision that delivered accelerated pipeline readiness and company growth, resulting in 2x new product launches across 6+ categories within 18 months.
- Launched Dean Foods' first direct-to-consumer e-commerce platform along with Dean Foods Amazon.

PEPSICO

2004 – 2017

VP, Global Snacks Portfolio Transformation and Premium Snacks | 2015 to 2017

Created and implemented marketing strategy and initiatives that drove transformation and sustainability management across PepsiCo's \$32B global snacks group. Led a matrixed global cross-functional team spread around the world from Shanghai to London.

- Led sustainability transformation for Global Snacks portfolio, including launch of 3 international pilots (Chile – sustainable packaging, India – waste reduction, US – sustainable packaging).
- Developed and executed highly-effective growth strategy for the global premium snacks portfolio, driving brand expansion to 13 markets and 10 new categories.
- Previous roles include brand management for multiple \$1B+ brands, including award-winning campaigns, breakthrough shopper marketing programs and new product innovation launches, all of which drove business growth.

For previous roles and expanded accomplishments, executive resume may be furnished upon request.

EDUCATION

Sustainability Strategies Certificate | STANFORD GRADUATE SCHOOL OF BUSINESS

MBA in Marketing, BBA in Finance, BA in Spanish | THE UNIVERSITY OF TEXAS AT AUSTIN

AWARDS

World's 50 Most Entrepreneurial CMOs, Forbes (2025) | World's 50 Most Influential CMOs, Forbes (2024, 2023, 2022)

Dallas 500 Most Powerful Business Leaders, D CEO Magazine (2024, 2023, 2022) | Global Leading Woman, Ad Age (2022)

DFW CMO of the Year, American Marketing Association (2023) | Path to Purchase Institute Hall of Fame (2022)

Top Woman in Convenience, Convenience Store News (2021) | Top Woman in Grocery, Progressive Grocer (2018)

Hall of Fame Rising Star, UT Austin McCombs School of Business (2017)