



# PepsiCo Worldwide Concentrate Operations

**Global New Products Manager / Cork, Ireland**



## **EMA Partners Romania**

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## 1. PepsiCo Company Profile

**PepsiCo** is one of the largest food and beverage companies in the world employing 157,000 people with annual revenues in excess of €32 billion.

In October 2006 PepsiCo announced that its Worldwide Concentrate Headquarters is being established in **Cork City, Ireland** to create significant operational benefits and synergies for the company. This new headquarters operation will be staffed by the transfer of some existing management employees from the USA and Europe within the organisation and the external recruitment of additional managers.

**The Worldwide Concentrate Organisation** currently operates from several manufacturing plants in Europe, North America, South America and Asia, throughout the world employing 1,100 people, producing concentrate for over 180 countries and territories.

**PepsiCo's** mission is to be the world's premier consumer Products Company focussed on convenient foods and beverages. The company seeks to produce healthy financial rewards to investors as it provides opportunities for growth and enrichment to its employees, business

partners and the communities in which it operates.

PepsiCo was founded as a result of the merger between the Pepsi-Cola Company and Frito-Lay Company in 1965.

The Pepsi-Cola trademark was registered in 1903.

In 1986 7-Up International was acquired.

In 1998 Tropicana was acquired.

PepsiCo now has many global brands, which include:

Pepsi-Cola, Diet Pepsi, Mountain Dew (Diet & Regular), Gatorade, Walkers, Lays Potato Chips, Doritos Tortilla Chips, Tropicana Pure Premium Orange Juice, 7-UP (Outside USA), Cheetos Cheese Flavoured Snacks, Quaker Cereals, Aquafina Bottled Water, Ruffles Potato Chips, Mirinda, Tostitos Tortilla Chips, Sierra Mist (Diet & Regular) and Fritos Corn Chips.

In October 2006 the company announced the establishment of a new €10 million R&D Centre of Excellence in Ireland.

## 2. Cultural / Management Style

**PepsiCo** culture is one of high level trust and integrity.

It operates in a consensus management style and therefore these new managers need to be excellent communicators to be able to articulate their ideas and plans and persuade their work colleagues with their ideas. Presentation skills are essential.

Successful candidates will also need to be able to accept broad guidelines and make them happen. They need to be flexible, confident and patient.

Applicants should be able to demonstrate how they have succeeded and exceeded in their career to date. They also need the potential to be promoted, at least, 1 or 2 levels further in the company and willing to relocate to other locations within the Global PepsiCo organization.

These new management positions will have global responsibilities with specific emphasis on setting strategies and policies. They will not have direct line management responsibilities but will have matrix reporting relationships with the manufacturing plants.



Applicants will be required to have relevant university / 3rd level institute qualifications. Post graduate qualifications would be an advantage.

Overall, applicants will need to be interested in and be able to fit the PepsiCo code of conduct,

company style and culture and be able to promote diversity and inclusion. Successful candidates will be required to live in the Cork area in Ireland.

### 3. Guiding Principles

***“Care for customers, consumers and the world we live in.*** We are driven by an intense, competitive spirit in the marketplace, but we direct this spirit toward solutions that achieve a win for each of our constituents as well as a win for the corporation. Our success depends on a thorough understanding of our customers, consumers and communities. Caring means going the extra mile. Essentially, this is a spirit of growing rather than taking.

***Sell only products we can be proud of.*** The test of our standards is that we must be able to personally endorse our products without reservation and consume them ourselves. This principle extends to every part of the business, from the purchasing of ingredients to the point where our products reach the consumer’s hands.

***Speak with truth and candor.*** We speak up, telling the whole picture, not just what is convenient to achieving individual goals. In addition to being clear, honest and accurate, we take responsibility to ensure our communications are understood.

***Balance short term and long term.*** We make decisions that hold both short-term and long-

*term risks and benefits in balance over time. Without this balance, we cannot achieve the goal of sustainable growth.*

***Win with diversity and inclusion.*** We leverage a work environment that embraces people with diverse backgrounds, traits and different ways of thinking. This leads to innovation, the ability to identify new market opportunities, all of which helps develop new products and drives our ability to sustain our commitments to growth through empowered people.

***Respect others and succeed together.*** This company is built on individual excellence and personal accountability, but no one can achieve our goals by acting alone. We need great people who also have the capability of working together, whether in structured teams or informal collaboration. Mutual success is absolutely dependent on treating everyone who touches the business with respect, inside and outside the company. A spirit of fun, our respect for others and the value we put on teamwork make us a company people enjoy being part of, and this enables us to deliver world-class performance”.



#### 4. Job Specification:

## Global New Products Manager / Cork, Ireland

### Core Responsibilities:

- Manage Concentrate New Product Process to ensure timely and cost effective introduction of new products.
  - Develop new product launch plans with feasible concentrate, and logistics time standards.
  - Ensure new product launch plans meet the minimum guidelines & requirements for the Concentrate Field Ready process
  - Leverage Global Concentrate Supply (GCS) strategies to accurately plan concentrate sourcing for new product initiatives.
  - Prioritize new product project plans and provide single voice communication to plant resources.
- Manage financial assessments within Concentrate Operations world wide to ensure New Products are launched cost effectively.
  - Minimize financial exposure associated with raw materials, finished concentrate and transportation.
  - Utilize Financial Risk Agreements to protect the concentrate plants and balance launch decisions.
  - Develop most cost effective strategy and timeline for concentrate execution.
  - Utilize FED process to recuperate funds for expired concentrate or incremental freight associated with New Product launches.
- Drive enhancement of New Product Introduction Process:
  - Work with Field Ready enhancement team and plant resources to continually improve the Concentrate Field Ready Process.
  - Support development and testing of phase III eFR global database for new product launches. Capture new product KPI's.
  - Develop and manage an e-room for key concentrate references such as registration rules, transit lead times, plant contacts, and concentrate packaging information.
  - Train cross-organizational partners on the Concentrate Field Ready process. Ensure understanding of CFR process for new employees.
- Manage the HAZMAT functions on new product initiatives.
  - Provide accurate material classifications of new formula components for proper labeling and shipping. Define HAZMAT testing requirements for all new formula components. Minimize unnecessary testing.
  - Manage Third Party Hazmat shipping program for the quality purpose of commercial concentrate recovery
  - Utilize concentrate e-room to manage Hazmat reference information.



- Manage changes to the North America Bill of Lading system on AS400. Maintain Hazmat labeling information on DB.
- Manage the product-recycling list for PepsiCo North America (PCNA) Logistics to minimize disposal expenses.
- Build functional and leadership capability within Concentrate New Products group.
  - Facilitate Concentrate Field Ready and/or eFR system training.
  - Attend AMA course to improve professional competency.
- Build strong, value based relationships within PepsiCo International and across organizational partners. (R&D, Trop, Quaker, & the Bottling Community)
  - Work within concentrate simplification team to make improvements and provide solutions that are mutually beneficial to the concentrate and bottling system.
  - Provide coaching to Field and Support Center personnel associated with new product initiatives (ongoing)
  - Share ideas and understand the new product processes of PepsiCo organizational partners (Quaker, Trop, If-Go)
- HAZMAT Training and Development.
  - Continue Hazmat training by participating in industry association workshops and conferences to understand industry standards and maintain compliance (COSTA, FEMA)
  - Provide ongoing Hazmat coaching and training to R&D and fellow concentrate new product associates to improve the Hazmat program.
  - Organize General Awareness and shipping paper training for the Valhalla campus employees.

**Skills and experience required:**

- Bachelors degree in Science with a post graduate qualification in business or project management
- Proven experience with related new product introduction and field ready planning responsibility
- Proven co-ordination and complex planning skills
- Team player with solid communication, business presentation and interpersonal skills
- Ability to work in matrix organization; handle competing priorities; influence others to meet new product schedule needs
- Project completion focus



## 5. Your application

**EMA Partners International (Romania)** has been retained by PepsiCo to conduct this search in Romania.

We shall provide equal employment opportunity to all qualified candidates.

*EMA Partners International shall comply **EU legislation** prohibiting any consultants or employers from discriminating against applicants on any of the following areas: Gender, Marital Status, Family Status, Sexual Orientation, Religion, Age, Disability, Race/Nationality/Ethnic or National origins, Membership of the Traveler Community.*

*All our consultants are fully aware of the employment legislation and each one ensures that no candidate is discriminated against and in addition that each candidate is handled with the highest level of courtesy and professionalism to reflect EMA Partners International high standards and respect for each individual.*

All applications will be treated in strictest confidence. We shall protect your privacy and all personal information.

Nevertheless, by sending your application to us you signify your agreement to be the subject of our search. **If you do not agree to this, please do not apply.** Please [contact us](#) for further information in relation to our recruitment practice and procedures.

To apply to this opportunity please send us your detailed application in English, by e-mail, at:

[bucharest@ema-partners.com](mailto:bucharest@ema-partners.com)

For additional information and/or any other kind of support, please contact our associate office:

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