

# Indra nooyi: keeping cool in hot water

People



Indra Nooyi joined PepsiCo in 1994 and was named president and CFO in 2000. Nooyi has directed the company's global strategy for more than a decade and led PepsiCo's restructuring, including the 1997 divestiture of its restaurants into Tricon, now known as Yums! Brand. Because of her desire to win, Nooyi fought hard for PepsiCo's successful \$3.3 billion acquisition of Tropicana in 1998, eyeing the transaction as a vehicle to increase PepsiCo's earnings and enhance its image as a premium brand for convenient foods and drinks. The crowning glory in her career was serving as lead negotiator of PepsiCo's \$13.8 billion acquisition of the Quaker Oats Company in 2001, which led to her being named one of the top five officers at her company, which also brought Gatorade to PepsiCo.

As the highest-ranked Indian American woman in corporate America, Nooyi led some of PepsiCo's most significant strategic moves. In 2007 she became the fifth CEO in PepsiCo's 44-year history. According to Business Week, since she started as CFO in 2000, the company's annual revenues have risen 72%, while net profit more than doubled, to \$5.6 billion in 2006. Nooyi was named on Wall Street Journal's list of 50 women to watch in 2007 and 2008 and was listed among Time's 100 Most Influential People in The World in 2007 and 2008. Forbes named her the #3 most powerful woman in 2008. Fortune ranked her the #1 most powerful woman in business in 2009 and 2010.

On the 7th of October 2010, Forbes magazine ranked her the 6th most powerful woman in the world. The information in this article is just a more in-depth description than our textbook had given the impact that Indra Nooyi has had on PepsiCo. I found all of these articles worthwhile. I enjoyed learning about Indra Nooyi and the great strides she has made for herself

and for the PepsiCo. I think it is great to hear of the changes and advancements that Pepsi is undergoing with Indra Nooyi in the lead. She has proven herself to be a wonderful role model and example for others to follow. I'm interested to see how Pepsi continues to grow with her as CEO.