



Marek Tomalak

General Manager

PepsiCo Ukraine

BRIEF BIOGRAPHY:

I have been General Manager of PepsiCo Ukraine since June 2019, formerly serving as Marketing Sr Director PepsiCo East Europe and Brand Marketing Manager for Central & Eastern Europe at Procter & Gamble. Since my arrival to Ukraine I am also a Member of the Board of Directors of the American Chamber of Commerce in Ukraine.

With 15 years of international experience in general management, marketing and innovation across Developing & Emerging markets with top global FMCG / CPG companies, my ambition is to continue growing teams of talents and building organizations which elevate standards of business conduct in developing economies.

Originally born in Canada, I lived and worked across Europe being located in Switzerland, Poland, Russia and Ukraine. I received my education from Poznan University of Economics (Poland) and University of Bremen (Germany). I also took executive training in IESE Business School.

I speak 4 languages (Polish, English, German and Russian), run ultramarathons and strongly believe in contagious power of grit (passion & perseverance) and life-long learning

Why do you think membership in the American Chamber of Commerce is important for business operating in Ukraine?

The Chamber is the very strong and powerful organization that is championing effective business climate while at the same time promoting high standards of business ethic among governmental institutions and business community

What motivates you to be a Chamber Board Member?

Ability to influence business environment towards the best world practices making Ukraine one of the most attractive economies for investments in Europe.

I feel the responsibility for making this country a more sustainable place and as a lead of brand-new Sustainability committee in ACC I would like to implement the Committee's aim - to incorporate sustainable solutions based on international experience into legislation and foster the fulfillment of global companies' commitments on the path towards tangible progress to build the confidence of the communities, industry, and authorities.

Why do you feel you are qualified to serve on the Chamber Board? What skills would you bring to the Board?

I have significant experience of working for international FMCG companies that demonstrates high business standards. My exposure to multiple markets and regional best practices helps me gain broad perspective. Finally, my experience at PepsiCo - a responsible producer of high quality juices, beverages, snacks, dairy and baby food products and long-standing partner of ACC – will benefit the Chamber Board.

How have you been active in the Chamber over the course of the last two years?

In 2019 - 2020, as a member of the Chamber Board of Directors I actively provided full support to our company's experts in various Chamber's working groups and personally participated in meetings with stakeholders conducted by the Chamber.

In 2020 I took an active role in establishment of Sustainability Committee on the ACC platform, shaping strategy and identifying key activities direction of newly created Chamber engagement platform with government and non-governmental organizations to unite responsible companies in an effort to align and execute sustainability transformation in 3 key areas – protecting natural resources, taking care of people, and supporting communities.

As PepsiCo I participating in Food and Beverage Steering Committee which is focusing on the Ukrainian legislation approximation to EU standards, improvement of investment climate and working on post-consumer packaging issue in particular.

I motivated my company employees to participate proactively in various Chamber's activities and events, for example, WELDI, which continuing their activities during pandemic period.

What activity or Committee would you participate in and be responsible for?

Based on my extensive experience and particularly in general management, marketing, innovation, communication and taking into consideration my efforts put in Sustainability Committee launch I would be proud to lead further this Committee and to pursue the common goal – making business and economies more sustainable in Ukraine. I will also continue to bring value to Food and Beverage committee as a Steering Committee member.
