



**Jobcast Transcript:
Becky Frankiewicz, VP Innovation
Quaker Division of PepsiCo
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“Quaker Is Redefining What's Possible in Health and Nutrition”

Welcome to Jobs in Pods, the only podcast where you can hear real employers and leading recruiters talk about their jobs and how to get them. I'm your host Peter Clayton. This job cast will feature marketing roles for the [Quaker Division of PepsiCo](#). We'll be speaking today with Becky Frankiewicz, Vice President of Innovation at Quaker, a company and a brand committed to a phenomenal growth trajectory over the next decade.

Becky, welcome to Jobs in Pods.

Becky: Hello Peter.

Peter: Can you first of all tell us a little bit about your career with Quaker; I know you recently relocated to Chicago from the Dallas area.

Becky: That's correct Peter. I started with [PepsiCo](#) about four years ago, joining the Frito-Lay Division of PepsiCo where I worked in the strategy finance team and then transitioned over into marketing and then was offered an opportunity to come to Quaker in November of 2009 and I thought it would be a great opportunity and a great place to be at this time, so I moved my family from Dallas, Texas to Chicago.

Peter: You were telling me Quaker has committed to growing from a \$3 billion to a \$30 billion business by when – 2020?

Becky: Yeah, by 2020 and it's a little broader than the Quaker business. We have several businesses that we would call our nutrition company or our more health and wellness oriented businesses, and so what we have gone on record stating is a tremendous growth objective for those businesses, and that would include our Quaker, our [Tropicana](#), our [Gatorade](#), plus a couple of other businesses that we have but the growth is tremendous in terms of expectations and it really reflects our commitment of being a company who is committed to purpose and health and wellness.

Peter: To help realize that growth obviously you're going to need great marketing talent, so tell about some of the possible opportunities you currently have in Chicago in marketing.

Becky: The great thing is with those kind of growth objectives comes pretty significant investment from PepsiCo, and with investment comes the need for breakthrough thinking and ideas and that leads us to needing a lot of great talent. And so yes, you are correct; we need tremendous marketing talent really in three territories.

First our insights organization because we definitely believe that consumer good starts and ends with the insight of a consumer, so meeting an unmet need. So that would be insights area.

The second territory is our core marketing area, so traditional brand management, controlling the things around the brand in terms of its positioning and its purpose and how it looks on the shelf and packaging definitely have opportunities in base communication marketing.

The third territory is around product innovation. You have to have great product that live up to the name of Quaker, so we have the most trusted health and wellness trademark in food and beverage today, so we have to make sure that our current products as well future products live up to that name, then from a base marketing perspective, we have to communicate them in a way that breaks through the consumer and of course, it all starts and is rooted with the insights we have around our consumers.

We have opportunities across insights, innovation, and base marketing.

Peter: That's really exciting and gee, marketing positions with budgets, what a concept, huh?

Becky: Yeah, that's right. That's a great thing, a marketer's dream.

Peter: Yeah, absolutely. Becky, can you describe for us your ideal candidate; what kind of educational background and experience are you looking for, for these positions?

Becky: Yeah, I'd say we're looking for a mix of both non-traditional and traditional experiences. I'll explain what I mean by that.

Clearly, we have a bias for people who have their MBA, not just to have the MBA for MBA's sake but because we believe that demonstrates broad experiences, so traditionally the candidate would come out undergrad, have a couple of years of work experience, take that experience into a learning environment to get a masters and then come up and either have a few years of experience or come straight into Quaker marketing. The reason I'm being specific around non-traditional and traditional is because, hey if you have a finance background, we absolutely believe that we're growing great general

managers in marketing, so we would love people with finance backgrounds, marketing backgrounds, product development backgrounds, and so we're very open to different kinds of thinking, because with the growth objectives we have, the way we've done things is not going to deliver the growth trajectory that we need, and so we're very open to a variety of experiences. Of course, we love people with traditional marketing backgrounds and would welcome those conversations but definitely would also welcome less traditional path into marketing.

Peter: What's the culture like at Quaker? As you mentioned, you came over from Pepsi, is it different or is it quite similar?

Becky: PepsiCo as a whole, I would say has a culture of aggressive growth, really different shade of thinking and I think Quaker is similar in that regard. I think the nuance to Quaker is we are a group of individuals committed to helping Americans eat better and live better holistic lives. Those aren't just words for us. Really, we're committed to making sure we're simple in our nutritional communication, that we meet the basics that consumers are looking and communicate in a way that they can understand and that we as individuals are committed to helping wellness for ourselves as for our families as well as for our employees and our consumers. And so I'd say that's really the difference you get from Quaker, is we are a group of people committed to a common purpose around health and wellness.

Peter: That's great. What opportunities do employees have for advancing their skills and knowledge at Quaker?

Becky: I'd say twofold. Obviously, with the number of people and the opportunities that we have, it requires a pretty robust on-boarding process, so that people can come in and actually learn the path to cash or where we make our money and how we serve our consumers. So that would be the first thing I'd tell you is we have a pretty robust on-boarding process. And with that, we have chapters of marketing training, both in insights innovation, and then in addition into base marketing – how do you lay out a media calendar, what are brand fundamentals, how do you get to the core breakthrough insight, what do you do from a design thinking point of view for innovation and so pretty robust training schedule for the first 12 months of someone's career. And then after that, we evaluate talent on an ongoing basis and with the growth opportunities that we have, I would say the career trajectory is pretty high right now for people and that's why I emphasize so much we need critical thinkers and people who are willing to think about a problem in a different way, so I like to call it deconstructionist thinking; the people who can take a problem, deconstruct it, and come at a new way to get to a solution. I can't emphasize enough that the way we've done things in the past cannot be the way we get the growth in the future, and so we need people who are risk takers and willing and to think differently and that kind of behavior will be rewarded in terms of career trajectory.

Peter: For those candidates that really excel, their career path at Quaker can really look like a hockey stick.

Becky: Absolutely, without question.

Peter: What advice can you share for someone interviewing at Quaker, Becky? What really impresses you?

Becky: I would say coming in and demonstrating that you understand the brand essence of Quaker, so you heard me say our culture is of people who are committed to health and wellness, we want people who want to embrace and too have taken the time to really understand what that means and come in with their own point of view on what that could mean for our future, and so what impresses me is when people come in acknowledge where we are in our in journey today as a brand because it's consumer facing and have a point of view on how we can reach the growth trajectory that we need. Right or wrong, I appreciate people who come in with a point of view because that to me shows critical thinking. So that would be the first thing.

The second thing is, people who are energized around our mission. Our mission again is holistic health and wellness and how we make that accessible to all of America and ultimately, to all of the world, because Quaker is a global brand. So people who share that passion is something that we would be looking for.

Peter: What's the best part of your job?

Becky: Oh my gosh! The best part of my job is I'm asked to think about things in a new way every day. That's something I don't know how to do so I come to work every day and have problems that I have no idea how I'm going to solve that day, and that is energizing because we were also given the support to solve those problems. It's one thing to have a problem, it's a whole other dimension to have the investment and support to solve those problems and the expectations of solving them in a different way. And as a marketer, I mean that to me is the ultimate, that you get the investment, you have big problems to solve, and you're grounded in insight, so you know what you come up with in the market is going to stick. We have a lot of fun. Solving problems is hard so we try not to take ourselves too seriously. It goes back to that holistic health and wellness, laughing is part of that, so we try to have a little bit of fun in the day and work hard and play hard.

Peter: That's great. Becky, is there anything we haven't discussed in this podcast that you would like to communicate to potential candidates for these marketing positions?

Becky: I'd just say if you're someone who wants to run to work in the morning, be excited about what you're doing and work for a company who is literally changing the face of health and wellness in America with investment to do that, this is the best time to be at Quaker foods and snacks.

Peter: Becky, thank you so much for taking time to speak with us on Jobs in Pods.

Becky: My pleasure. Thanks Peter.