



Maddy Kulkarni

madhura16@gmail.com

(713)702-7265

Global Marketing Leader | Sustainability & Social Impact | University Professor

Maddy Kulkarni has extensive experience in purpose driven marketing, sustainability, social impact, and community engagement. She leads and consults global cross functional teams at a Fortune 50 company as well as serves local nonprofits by creating and executing hyper local marketing campaigns. She is the recent author of Social Impact Marketing, a textbook she uses in her course at the University of Texas at Dallas.

Core Competencies

- Global Brand and Campaign Development
- Stakeholder Communications Strategy
- Cross-Functional Management
- Sustainability/ ESG
- Digital Marketing & CRM
- Innovation

Professional Experience – Global Marketing Leader, PepsiCo

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| Aug 2019 – Present | Global Marketing Director, Sustainability and Purpose Plano, TX <ul style="list-style-type: none">• Responsible for marketing PepsiCo’s sustainability efforts through portfolio of flagship global brands, each over \$1bil• Lead training for brand marketers on regenerative agriculture, circular economy, recycling programs, responsible labeling, rPET, carbon footprints, U.N. SDGs, etc.• Lead for external partnerships to drive consumer behavior at scale by serving with Brands for Good (a global cross-industry charter of multi-national corporations committed to driving sustainable behaviors)• Serve on the PepsiCo Food for Good steering committee which has enabled 100+ mil meals to underserved communities |
| Jan 2017 – Aug 2019 | Sr. Marketing Manager, Sustainability/Global Portfolio Transformation Plano, TX <ul style="list-style-type: none">• Led Global Snacks reporting (internal Board of Directors & Presidents Executive Council reporting and external sustainability reports) for glide path to 2025 Sustainability Goals (aligned to the U.N. Sustainable Development Goals) by partnering with Global Functions (R&D, Finance, Procurement, Packaging, Insights, Marketing, Operations) across Product (health) and Planet (carbon/GHG reduction) goals• Led Portfolio Transformation Stakeholder communications strategy across global regions in partnership with Corporate Communications and Public Policy & Government Affairs• Led international projects that brought PepsiCo’s sustainability agenda to life in a consumer-facing way with global brands• Developed and delivered internal knowledge management Sustainability Toolkit and Training for all global employees |
| Feb 2015 – Jan 2017 | Sr. Marketing Manager, Emerging Technologies & Partnerships, Digital Media and CRM Plano, TX <ul style="list-style-type: none">• Led due diligence of prospective partners, created process for selection criteria and evaluation and established pilot programs with customer teams, resulting in a preferred provider program adopted by 3 North American business units• Led content, creative, acquisition and data management strategy for Frito Lay’s consumer engagement CRM program, rebranding efforts resulted in open rates increasing 170% and click rates increasing 500% from Q4 2015 to Q1 2016• Leveraged new digital media technology platforms to convert online activity to offline sales resulting in an incremental sales lift of \$1.3 mil in 6 months |

July 2010 – Feb 2015	Various Marketing Roles in Brand, Innovation & Shopper/Customer Marketing Plano, TX	N.Y. &
2005-2008	Strategy & Technology consultant prior to PepsiCo & MBA program at Huron Consulting Group and Manhattan Software	

Professional Experience – Adjunct Marketing Professor, The University of Texas at Dallas

- Jan 2018 – Dec 2019
- Launched the Social Impact Marketing course Fall 2019
 - Teach Principles of Marketing

Professional Experience – Nonprofit Founder & Executive Director, Dallas Heroes Project

- Jan 2016 - Present
- Developed 30+ pro bono marketing campaigns for local nonprofits
 - Developed and trained university marketing & photojournalism interns

Professional Awards

- **PepsiCo:**
 - Chairman’s Award - Sustainable Plastics Packaging Innovation Global Marketing Activation, Mar 2019
 - Chairman’s Award - Digital Marketing/Emerging Platforms & CRM, Mar 2016
 - PepsiCorps Leadership & Service Trip - 1 of 8 global employees selected, Oct 2015
- **Industry:**
 - Who’s Who in Merchandising, Shopper Marketing Magazine, Feb 2015
- **Community:**
 - GirlBoss Award, Plano Magazine, Aug 2019
 - Community First Award, Parkland Foundation, Feb 2018
 - 40 Under 40, Dallas Business Journal, Apr 2016

Speaking Engagements

- [TEDxPlano](#) April 2018
- Social Venture Partners Residency Commencement Speaker June 2018

Community Leadership

- MPACT, Public Benefit Corporation, social enterprise retail center, Vice Chairman of the Board
- University of Texas at Dallas Undergraduate Marketing, Advisory Board Member
- Design Thinking Judge for After8toEducate (shelter for homeless youth) competition, May 2019

Past Board Memberships 2016+: The Terry Foundation (scholarship org), Children at Risk (advocacy org), Social Ventures Partners Board Secretary (international professional social impact org’s local chapter), and the Dallas Arboretum (PR Committee of top city attraction & nonprofit)

Education

Master of Business Administration, May 2010, NY, NY
NEW YORK UNIVERSITY Stern School of Business
Specializations in Marketing and Social Impact & Innovation

Bachelor of Business Administration, Dec 2004, Austin, TX
UNIVERSITY OF TEXAS McCombs School of Business
Business Honors Program