

Burwick Takes On New CMO Role in Pepsi Restructuring

North America Beverages Division Formed to Streamline Operations

By [Natalie Zmuda](#)

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NEW YORK (AdAge.com) -- Dave Burwick is coming full circle in his marketing duties at PepsiCo.



Dave Burwick

The former chief marketer of Pepsi-Cola North America will now oversee the majority of the company's beverage brands, including Gatorade, in a new chief marketing officer role for a new division. Mr. Burwick will not handle Tropicana, Izze, Naked or Unilever and Starbucks joint-venture products.

New division created

The appointment is part of a larger restructuring at the company to create the North America Beverages division. In an internal memo, Massimo d'Amore, PepsiCo Americas Beverages CEO, said the division is meant to increase coordination across brands and give attention to smaller niche brands such as Izze. PepsiCo bottlers will also receive increased attention, as will the overall supply chain under the new structure.

Pepsi veteran

Mr. Burwick, who will report to Mr. d'Amore, fills the void left by the [departure earlier this summer](#) of Cie Nicholson, Pepsi-Cola's senior VP-CMO. [Since April](#), Mr. Burwick has handled international marketing and sales for the company as VP-commercial for PepsiCo International. Prior to that he spent time in Canada as president of Pepsi-Quaker Tropicana Gatorade in that country. Mr. Burwick got his start in an entry-level role at PepsiCo and eventually moved on to manage nearly every brand in the company's portfolio.