



Chris Kuechenmeister

Vice President of Communications
Frito-Lay North America

Chris Kuechenmeister is vice president of communications for Frito-Lay North America, where he is responsible for internal and external communications across customers, employees, the media and other key stakeholders.

Before serving in this role, Chris led public relations strategy and reputation management for Frito-Lay and its portfolio of snack brands. Prior to joining Frito-Lay in 2008, he served in various leadership roles directing corporate reputation and consumer communications across a variety of brands and companies on both the agency and corporate sides, including roles with Hill & Knowlton, Michelin North America, and other consulting firms on the East and West Coasts. Chris holds a bachelor's degree from Michigan State University and is a native of the Detroit area.

