

SPEAKER BIO

Rob Waid

Foodservice Practice Leader

ENLIVEN, LLC



Rob Waid is an expert in negotiating and managing best-in-class exclusive pouring rights agreements with the world's leading beverage companies, including Coca-Cola, PepsiCo, Keurig Dr Pepper and Nestle Foods. Waid is the Foodservice Practice Leader at Enliven, LLC, a beverage consulting firm responsible for saving clients over one billion dollars since 2005. It is common for Enliven's larger restaurant, airport and hospital system clients to realize multiple millions of dollars in net, bottom-line financial gains.

Waid joined Enliven in 2019 after 30+ years with PepsiCo where he held numerous executive positions in both sales and operations. He worked in many regions within the PepsiCo footprint in North America, including several headquarter positions that helped develop his background in Fortune 50 strategic planning. Waid was Vice President of the Workplace Channel for PepsiCo where he led the short and long-term strategic planning in Healthcare, Education, Vending and Third-Party Operators for PepsiCo from 2010 through 2012. This work included brand development, revenue planning, cost analytics, and long-term consumer preference testing.

Waid also held the position of Vice President of Foodservice Sales for the entire Midwest Region from 2012 to 2018 that covered 12 states. He led beverage contract negotiations for clients with annual revenues ranging from \$5,000 to \$500MM in beverage and snack businesses. His clients included Compass, Sodexo, Aramark, the State of Illinois, Dallas-Fort Worth International Airport, Cleveland Clinic, Kansas University, PotBelly's Restaurants and the Chicago Cubs.

Waid's tenure at PepsiCo included key operational roles including Director of Selling and Delivery Solutions. He was responsible for the restructuring of the bottling company's selling and delivery systems. This work also included the changing of fourteen different software applications that supported fourteen different business process changes.

All of this experience has connected him to most functions within the beverage business sector, including Sales, Operations, Marketing, Finance, Legal and the complex bottling network. Waid leverages all of these experiences, along with multiple industry relationships, to ensure that Enliven's clients successfully navigate the very complicated and integrated business models and rapidly evolving consumer landscapes that characterize today's beverage business landscape.

Enliven's Clients Include:

RESTAURANTS

Burger King • Popeye's • Chipotle • Potbelly's • Cracker Barrel • Tim Horton's

AIRPORTS

Philadelphia International Airport • Reagan National Airport • Dulles International Airport • Raleigh-Durham International Airport

HOSPITAL SYSTEMS

Community Health Systems (CHS) • MultiCare Health • Froedtert Health • Quorum Health • LifeBridge Health • Several large divisions of the Hospital Corporation of America (HCA)

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The three standard presentations that Waid is prepared to deliver to audiences of senior executives working in the On-Premise Consumption sectors are:

1. *Overcoming the functional silos of a major beverage company's investment strategy to maximize pouring right contracts*
2. *Why beverage companies prefer direct relationships with your consumers and what it is worth to them*
3. *Why partnering with a major brand company can be important to your brand and how you can grow together*

Waid can tailor his remarks to the specific needs and concerns of executives in the following disciplines: supply chain, operations, finance and marketing. And, given enough time to prepare, he will gladly tackle other topics within his areas of expertise that meeting organizers propose.

Waid is most interested in the following types of speaking engagements: conference subject matter expertise presentations, luncheon or breakfast addresses, webinars, workshops.

Waid's standard speaking fee is \$1,000, plus expenses. On occasion, he will waive this fee and travel expenses, especially for the first time he addresses a qualified organization.

Waid's previous speaking engagements include:

- **2013-2018**
Midwest Region Annual Operating Plan Meetings "Foodservice AOP" 2013 through 2018. Chicago (2), St. Louis, Milwaukee, Minneapolis and Indianapolis. Events held annually presenting to 400+ Region Management Team members.
- **2012**
PepsiCo Bottler Meeting Orlando, Florida, September 11-13. "Foodservice Strategic Vision"
- **2011**
PepsiCo Bottler Meeting Nashville, Tennessee, September 10-12 "Foodservice Strategic Vision"
- **2011**
NAMA (National Automatic Merchandising Association) Show April 24-26 Chicago, IL. PepsiCo "Foodservice Strategic Planning" Presentation to USG (Unified Strategies Group) Vending Operators
- **2010**
PepsiCo Bottler Meeting Las Vegas, Nevada, September 10-12 "Foodservice Strategic Vision"
- **2010**
NAMA Show April 23-25, Chicago, IL. PepsiCo "Vending Innovation" presentation to USG Vending Members
- **2009**
PepsiAmericas "Foodservice AOP" Presentation November 10-12th Chicago, IL
- **2008**
PepsiAmericas "Foodservice AOP" Presentation November 16-18th Chicago, IL
- **2007**
PepsiAmericas "Foodservice AOP East Group" Presentation November 17-19th Twinsburg, OH
- **2006**
PepsiAmericas "Foodservice AOP East Group" Presentation November 11-13th Louisville, KY

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