

Kimberly A. Lueck

Commercial Growth | Strategic Partnerships | Portfolio Strategy | Transformation

Unlocking portfolio value through commercial strategy, strategic partnerships, new revenue streams and high-performing teams.

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SUMMARY

Commercial growth and strategic partnerships executive with 15+ years' experience accelerating revenue, unlocking commercial value and leading enterprise transformation across North America, Australia, New Zealand and APAC.

Proven track record leading at significant scale, including a US\$750M enterprise customer partnership and \$35M North American sports marketing portfolio, while building growth strategies across B2B, D2C, omnichannel, brand partnerships and consumer experiences.

Experienced identifying new sources of value and translating consumer, customer and market insight into scalable propositions, partnerships, operating models and investment priorities. Trusted by senior executives to influence strategic direction and build the performance disciplines required to turn strategy into measurable growth.

People-led and performance-driven, with a track record building high-performing teams and creating clarity, accountability and momentum through significant change.

CAREER HIGHLIGHTS

Commercial Growth & Portfolio Leadership

- Managed PepsiCo's US\$750M Walmart enterprise partnership, including an eight-month commercial negotiation and strategic Joint Business Planning.
- Led a \$35M North American sports marketing portfolio across the NFL, NBA, NHL and MLB.
- Delivered \$10M+ incremental portfolio revenue through innovation, pricing, channel expansion and strategic customer growth.

Strategic Partnerships & New Revenue

- Built partnership strategies across global retail, sport, private banking, wealth management, family offices and professional services.
- Established PepsiCo ANZ's first three-year JBP with Uber, creating a shared growth roadmap, KPIs and governance.
- Connected consumer insight, brand assets and partner capabilities to identify new routes to market and revenue opportunities.

Transformation & Performance

- Led enterprise commercial transformation across Australia, New Zealand, China, Thailand and Vietnam.
- Managed 42+ strategic initiatives and built prioritisation, investment, KPI and governance frameworks to focus resources on highest-value opportunities.
- Influenced senior APAC and global stakeholders across Commercial, Marketing, Finance, Technology, Supply Chain and Operations.

People & Leadership

- Led teams of 29+ and frontline organisations spanning 243 locations, building high-performing cultures grounded in accountability, coaching and execution.
- Youngest President of PepsiCo's 1,400-member VALOR Employee Resource Group and recipient of PepsiCo's Harvey C. Russell Chairman's Award.

CORE EXPERTISE

Commercial Growth Strategy | Strategic Partnerships
Portfolio Commercialisation | Business Development
New Revenue Models | Experiential & Brand Activation
P&L & Investment Leadership | Commercial Negotiation
Executive Stakeholder Influence | Operating Model Transformation
Performance Frameworks & KPIs | High-Performing Teams

AWARDS

PepsiCo Harvey C Russell Chairman's Award
Top Women in Grocery
Leadership Excellence & Influence (PEP)

ATHLETE

5× Ironman 70.3 World Championship Qualifier | HYROX World Champ Qualifier |
Former Collegiate Volleyball Captain

EXPERIENCE

Florence Guild

Head of Strategic Revenue | Jan – July 2026

Brought in to establish the commercial growth strategy, strategic partnerships and operating foundations for the next stage of growth of a premium membership business serving Australia's private wealth market.

- Partnered directly with the Founder to define commercial strategy, revenue priorities, operating model and the partnership ecosystem required to scale the business.
- Designed and executed a B2B partnership strategy spanning private banking, wealth management, family offices, mortgage brokers and professional advisory firms, creating new channels for member and revenue growth.
- Built senior executive relationships and partnership propositions designed to create differentiated value for Florence Guild, its partners and members.
- Established the organisation's first commercial performance framework, including KPIs, sales reporting, pipeline governance and incentive structures.
- Used customer insight, market intelligence and commercial analysis to identify growth opportunities and shape investment priorities and go-to-market strategy.

PepsiCo Inc. (APAC Division)

Commercial Strategy, Transformation & Growth Lead APAC | Sept 2023 – 2026

- Led commercial growth and transformation across Australia, New Zealand, China, Thailand and Vietnam, translating global strategy into market-specific growth priorities, investment cases and scalable operating models.
- Managed 42+ strategic initiatives, establishing enterprise prioritisation, governance and capacity planning to focus resources on the highest-value opportunities.
- Synthesised market, customer, commercial and operational insights to identify new growth opportunities, performance gaps and future capability requirements.
- Developed investment cases, strategic recommendations and transformation roadmaps supporting multimillion-dollar commercial decisions.
- Led strategic work across customer experience, B2B, D2C, loyalty, frontline execution, automation and emerging commercial capabilities.

- Influenced senior stakeholders across Commercial, Finance, Supply Chain, Technology and Operations to align strategic choices and enable execution.

Head of eCommerce & Omnichannel - Australia & New Zealand Dec 2022 – Aug 2023

- Led ANZ omnichannel growth strategy, using customer journeys, market insight and commercial analytics to identify new growth opportunities and optimise investment.
- Established PepsiCo ANZ's first three-year JBP with Uber, developing a shared growth roadmap, performance measures and governance framework.
- Partnered across Sales, Marketing, Finance and Supply Chain to translate strategy into integrated commercial outcomes.

Commercial & Consumer Growth Lead - Snacks Portfolio Team Nov 2019 – Dec 2022

- Led portfolio growth strategy spanning innovation, pricing, channel expansion and strategic customers, delivering \$10M+ incremental revenue growth.
- Used consumer segmentation, category trends and commercial performance to identify growth platforms and prioritise portfolio investment.
- Developed long-term strategies to increase household penetration, expand consumption occasions and unlock new revenue pools.
- Partnered across Marketing, Sales, Category, Finance and Supply Chain to commercialise growth priorities and build investment cases.

ANZ Global Strategy Implementation - Smith's | Product Strategy & Commercialisation (International Secondment) Nov 2019 – Oct 2020

- Selected through PepsiCo's competitive international talent program to lead global-to-local strategy and commercialisation for major innovation platforms.
- Translated global innovation into locally relevant consumer propositions using market insight, segmentation and commercial analysis.
- Delivered two major launches generating \$6M+ net revenue and category-leading trial and repeat.
- Developed growth strategies spanning new consumer segments, Better-for-You propositions and household penetration.

PEPSICO NORTH AMERICA

Walmart Trade & Omnichannel Marketing Lead (PepsiCo North America) July 2018-Nov 2019

- Led strategic growth for PepsiCo's US\$750M Walmart partnership, integrating consumer, customer, category, innovation and commercial strategy.
- Led an eight-month commercial negotiation and strategic Joint Business Planning, aligning long-term growth priorities, investment choices and mutual value creation.
- Developed growth plans and investment recommendations using customer insight, category performance and commercial analysis, influencing cross-functional and retailer stakeholders.

Sports Partnership & Experiential Marketing Lead (PepsiCo North America) July 2017-July 2018

- Managed a \$35M North American sports partnership portfolio across the NFL, NBA, NHL and MLB, aligning brand and portfolio strategy with commercial objectives.

- Delivered large-scale experiential programs and sponsorship activations around major sporting moments including the Super Bowl and All-Star events, translating partnership rights into fan engagement.
- Orchestrated brand, creative, media and commercial partners to deliver integrated campaigns and maximise audience engagement and return on sponsorship investment.

Sales Transformation & Change Management Lead (Frito Lay North America Headquarters: Plano, TX) January 2015-July 2017

- Led enterprise sales transformation to redesign field sales processes, operating models and technology capabilities across a large-scale commercial organisation.
- Led strategic vendor selection and transformation roadmap development with Salesforce, IBM and Microsoft to enable next-generation sales capabilities.
- Directed cross-functional change across Sales, Technology, vendors and offshore teams, translating business needs into scalable future-state solutions.

District Sales Leader (Field Sales: Milwaukee & Madison WI) May 2011-January 2015

- Led frontline commercial operations across a \$55M+ territory, managing a 30+ person sales team across Walmart, 7-Eleven and grocery customers.
- Delivered consecutive years of sales growth, generating \$22M annual revenue contribution and improving profitability through customer strategy, execution and operational discipline.
- Recognised as a top people leader, selected to present on engaged and effective team leadership to 700+ peers.

EDUCATION

Edgewood College Madison, WI BA, May 2011

- Major: Business Marketing Minor: Psychology (Cumlaude Graduate)
- School of Business-Outstanding Scholar and Leader Recipient (Delta Mu Delta Inductee) & Who's Who at American Universities Inductees

Uni of Ulster-Jordanstown, Belfast, NI– American Athletic Ambassador - 2010 – 2011