

Deanna Scotland (Baggio) BBA '92, Vice President & General Manager (Ontario North) The Pepsi Bottling Group

Deanna Scotland's successful 15-year career in the soft drink-beverage sector all began with an SFU Business co-op education job at Pepsi Cola Canada Beverages, the marketing division for Western Canada. She was the field marketing coordinator responsible for data analysis, presentation development and marketing materials. From there she completed her co-op term at a franchise-owned bottler where Pepsi was manufactured and distributed throughout British Columbia and Northern Alberta. Today, she lives in Ottawa where she is vice president and general manager of The Pepsi Bottling Group – Ontario North division, the world's largest manufacturer, seller and distributor of Pepsi-Cola beverages.

En route to her current position, Scotland worked days and studied at night to finish her degree in business administration. As she worked her way up through the company, she became the first female promoted to the Vancouver sales team, then became territory sales manager before transferring to Toronto for four years and then back to the Lower Mainland as director of retail sales.

A pivotal career move came when she took on the role of sales operation manager in The Pepsi Bottling Group's Delta facility, where she was responsible for many aspects of the operation, including inside and outside sales and distribution. Two years later, she was promoted once again, this time to a national role, moving again to Toronto where she was the director of large format strategy with a portfolio of major customers such as Loblaws and Walmart. Two years ago, she moved to Ottawa, where she is now a vice president and general manager for Ontario North. Along with her day-to-day responsibilities, Scotland also is a member of Pepsi's Diversity Board which advocates diversity throughout the organization and which she finds very important and fulfilling.

"I love working at the Pepsi Bottling Group," says Scotland. "There is so much support for career growth and Pepsi works to develop talents across all fields." With The Pepsi Bottling Group, Scotland has enjoyed working and living in different cities and encourages others to relocate for not only their career development, but for their personal development as well. "Every new city has beauty," she says, "and in each new place you learn something about yourself."