



Drew Panayiotou

Chief Marketing Officer

Drew Panayiotou is the Chief Marketing Officer at Keurig Dr Pepper. He joined KDP in 2024 and is responsible for U.S. Refreshment Beverage and U.S. Coffee marketing. He spearheads the company's efforts in driving demand, advancing overall marketing capabilities and strengthening the KDP's portfolio of owned brands.

Drew has 30 years of marketing leadership experience at leading companies including Alphabet, Johnson & Johnson, Disney, Coca-Cola, BBDO, Best Buy, Chick-fil-A. He is a consumer-centric and innovative marketer known for pioneering concepts such as Disney's Magic Band and reshaping Best Buy as a digitally centric retailer. He has been recognized by numerous publications, including Forbes as one of the world's top 50 most influential CMOs.

Prior to joining KDP, Drew served as Pfizer's first global CMO, leading a team of 1,400 and pioneering a new marketing operating model, digital media capabilities and AI-powered marketing platforms.

Drew holds an undergraduate degree from Boston College and earned an MBA from Duke University as a Fuqua Scholar.