

Michael D. White '74, P'95

Chairman, President, and Chief Executive Officer, DIRECTV

Michael D. White is chairman, president, and chief executive officer of DIRECTV, one of the world's leading providers of digital television entertainment services. DIRECTV delivers a premium video experience through state-of-the-art technology, unmatched programming, and industry-leading customer service to more than 20 million customers in the United States and 18 million customers in Latin America.

White oversees the operations and strategic direction of DIRECTV in the U.S. and DIRECTV Latin America. He joined DIRECTV in January 2010 and is also chairman of the company's Board of Directors.

Before joining DIRECTV, White led PepsiCo International as chief executive officer and as vice chairman of PepsiCo from 2003 to 2009. Prior to that role, White served as president and chief executive officer of Frito-Lay's Europe, Africa, and Middle East division. He also served as chief executive officer of Snack Ventures Europe, PepsiCo's partnership with General Mills International.

From 1998 to 2000, White served as senior vice president and chief financial officer of PepsiCo. Before this, White held several senior level positions throughout the company, including executive vice president and chief financial officer for Pepsi-Cola Company worldwide, executive vice president and chief financial officer of Frito-Lay International, and chief financial officer of Frito-Lay North America. He joined Frito-Lay in 1990 as vice president of planning.

Before joining PepsiCo, White was senior vice president and general manager for Avon Products, Inc. He also worked as a management consultant for Bain & Company and Arthur Andersen & Co.

White holds a master's degree in international relations from Johns Hopkins University and a bachelor's degree from Boston College. He was a Ford Foundation fellow at Leningrad State University. In addition to serving on the DIRECTV Board of Directors, White is also a director of Whirlpool Corp.