



Marissa Jarratt

Executive Vice President and Chief Marketing Officer

Marissa Jarratt is Executive Vice President and Chief Marketing Officer at 7-Eleven, the world's largest convenience brand. She leads the marketing strategy to “redefine convenience” for today's digitally savvy customer through brand strategy and advertising, cultural partnerships, customer insights, data monetization and retail media, personalization, in-store marketing, corporate communications, customer care, visual identity and communications across all mediums, including broadcast media, CRM, digital, social, PR and internal channels. She leads her team to deliver breakthrough, award-winning marketing programs that drive consistent growth, especially among the coveted demographic, Gen Z. Marissa is also a member of 7-Eleven's Executive Committee.

She has deep food and beverage knowledge and marketing expertise, having held multiple senior leadership positions at PepsiCo, where she served as VP Global Snacks Marketing, and at Dean Foods Company, where she served as SVP and Head of Marketing, General Manager for the Frozen Business Unit, and Chairwoman of the Board for Good Karma Foods, a plant-based food and beverage company. Marissa led the marketing strategies for some of America's favorite brands, including Lay's Potato Chips, Cheetos Snacks, TruMoo Chocolate Milk and Friendly's Ice Cream, resulting in profitable growth and increased brand equity in the process.

Marissa is a Path to Purchase 2022 Hall of Fame inductee and previously was recognized as a Top Woman in Grocery by Progressive Grocer, as a Rising Star by the University of Texas at Austin McCombs School of Business Hall of Fame, and as a “40 Under 40” Brand Innovator.

Marissa serves as the Chair of the Advisory Council for the University of Texas at Austin McCombs School of Business Masters in Marketing program, and on the Marketing Committee for the board of the Dallas Museum of Art. She previously served as the Chairman of the Board for Good Karma Foods and as a member of the Executive Committee of MilkPEP, the dairy industry trade association.

Marissa is a life-long Texas Longhorn and holds a Master of Business Administration, Bachelor of Business Administration in Finance and a Bachelor of Arts in Spanish from The University of Texas at Austin. She and her husband, Jon, and their son, Henry, live in Plano, Texas.

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