



## **Dave Hampton**

*Vice President - Go To Market  
R&D, implementation, FL Direct  
Store Delivery (DSD) system support*



Email: [dave.a.hampton@fritolay.com](mailto:dave.a.hampton@fritolay.com)  
(972) 334-2080

### **About Frito Lay, Inc.**

Frito-Lay is part of PepsiCo (which also includes Pepsi, Quaker, Tropicana, Gatorade). Frito-Lay sells \$12 billion per year and makes up 60% of the North America snack food market. Product lines include: Lays, Doritos, Tostitos, Cheetos, Fritos, Ruffles, Sunchips, Rold Gold. Frito Lay products are found in 93% of US households.

Frito-Lay operates 30+ manufacturing plants, 200 Distribution Centers and 15,000 routes in the US. It has nearly 50,000 employees and operates a Direct Store Delivery (DSD) model where Frito-Lay executes all steps of the supply chain from manufacturing to stocking products on store shelves.

The Frito-Lay plant in Bakersfield, CA is responsible for recruiting at Cal Poly and is continuously hiring Cal Poly engineers.

### **About Me**

Dave Hampton graduated from the Cal Poly Industrial Engineering program in 1986 (IE'86) and has been a member of the Industry Advisory Board since 2007. He received an honorary Graduate Degree in Engineering Management (Cal Poly 1997) for support and participation in the EMP program. He has been working at Frito Lay since graduation (24 years) in a number of engineering, management, and executive positions across Operations, Supply Chain, and Sales. Currently, Dave Hampton is the Vice President - Go To Market, responsible for the R&D, implementation, and ongoing support of the FL Direct Store Delivery (DSD) system.