

PERFECT DAY®

Alex Brittain

SENIOR VICE PRESIDENT, INTERNATIONAL

Alex Brittain serves as Senior Vice President, International at Perfect Day, a consumer biology company on a mission to create a kinder, greener tomorrow by developing new ways to make the foods you love today – starting in the dairy aisle. In his role, he leads all international strategy, development, and operations to expand Perfect Day’s global presence and impact.

Alex brings 20 years of experience building and scaling multinational food and retail brands. Prior to joining Perfect Day, Alex was at PepsiCo as the General Manager of their \$1.6B Frito-Lay UK snacks business, where he successfully turned around a declining business to deliver five years of consecutive growth. Prior to PepsiCo, Alex spent five years leading commercial teams at the UK’s leading food retailer, Tesco, and 10 years at Mars Inc. where he was Marketing Director for their confectionery business.

Alex is a determined and innovative business leader with a wealth of experience in commercial strategy, brand building, business transformation, and building winning teams. His skill in creating cross-functional teams which foster an environment where both the business and people can grow is critical for the future of Perfect Day.

Alex received his Bachelor’s from the University of Warwick Business School where he studied business management and marketing. He is passionate about the future of animal-free dairy and, with the rest of the Executive Leadership Team, is driving Perfect Day to its vision of building a more equitable, resilient, and diverse food system for all of us.