

BEC中级阅读：影响全球商业的十位女性 _ 商务英语考试 _
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1. Indra Nooyi 英德拉努伊
Chairman and CEO of Pepsi Co Indra Nooyi joined PepsiCo in 1994 and was named president and CFO in 2001. She has directed the companys global strategy for more than a decade and led PepsiCos restructuring, including the 1997 divestiture of its restaurants into Tricon, now known as Yum!. In 2007 she became the fifth CEO in PepsiCos 44-year history. Business officials rave at her ability to drive deep and hard while maintaining a sense of heart and fun. According to Business Week, since she started as CFO in 2000, the companys annual revenues have risen 72%, while net profit more than doubled. Shes back on top for the fourth year, delivering strong profits on \$43 billion in sales. Her August deal to buy Pepsis two biggest bottlers should produce some \$300 million in annual cost savings. One weak spot: Consumers panned the rebranding of Gatorade and Tropicana. 英德拉努伊于1994年加入百事可乐，并于2001年被任命为总裁兼首席财务官。她指导公司的全球策略达十余年，领导了百事可乐的重组，包括1997年剥离旗下餐馆，组建为百胜公司（Tricon，即现在的YUM！）。2007年，她成为百事可乐44年历史上第五位首席执行官。业界管理层盛赞她不仅有投入和拼命的工作干劲，同时还保持着用心感悟，享受一切的良好心态。《商业周刊》称，自从她2000年担任首席财务官以来，百事可乐的年度收入增长了72%，净利润增长了一倍多。这已是她第四次位居榜首，

而百事可乐去年的销售额达430亿美元。今年8月，百事将购买两大灌装厂，此举将使百事可乐每年节省3亿美元的开支。美中不足：佳得乐和果缤纷改头换面后，遭到了消费者的严厉批评。

2. Irene Rosenfeld 艾琳罗森菲尔德 Chairman and CEO of Kraft Foods Irene Rosenfeld was appointed Chief Executive Officer of Kraft Foods in June 2006. She was appointed to the additional post of Chairman in March 2007, following Altria Groups spin-off of Kraft. Rosenfeld has worked for 25 years in the food and beverage industry. She holds a Ph.D. in Marketing and Statistics, a Master of Science in Business Administration, and a Bachelor of Arts degree in Psychology from Cornell University. This pianist and avid Rollerblader has advertised heavily during the recession to keep sales of macaroni and cheese and Kool-Aid flowing. Revenue was up 15% in 2008, and the stock - a recent addition to the Dow 30 - outperformed the S 100

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