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Unilever Names Former PepsiCo Executive Yuen Tan to Lead North America Business

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Unilever announces the appointment of Wern-Yuen “Yuen” Tan as President, North America, from 1 January 2027.

Yuen will join the Unilever Leadership Executive team, with end-to-end accountability for performance across all of Unilever's categories in North America. The Wellbeing and Prestige Beauty Global Business Units will also report to him.

Yuen joins Unilever from Hillhouse Investment, where he was a Partner leading the firm’s global consumer investments. Before this, he was Global Chief Commercial Officer at PepsiCo, alongside his role as CEO, Asia Pacific. He shaped PepsiCo’s global customer strategy, revenue growth management and digital commerce capabilities, while leading the company’s businesses across more than 20 markets.

Previously, Yuen was President and CEO of Walmart China, leading 100,000 associates and a business generating more than $10 billion in annual revenue across Walmart, Sam’s Club and eCommerce. Earlier in his career, he held leadership roles at McDonald’s and the Boston Consulting Group.

Fernando Fernandez, Unilever CEO, said: “Yuen brings deep expertise in general management, commercial leadership, customer and consumer-led growth, digital commerce and investment. He is a strong addition to the Unilever Leadership Executive and will continue raising the bar on our growth and execution in North America.”