



**Morgan Flatley**  
Chief Marketing Officer, Gatorade

As Chief Marketing Officer, Morgan Flatley leads Gatorade's strategy for communication to all consumer and youth athlete touchpoints, ensuring everything including product and packaging to mass marketing and experiential communication is tightly integrated. Drawing on rich experience in marketing and brand management, Flatley continues to drive Gatorade's evolution from sports drink to the broader platform of sports fuel.

Before taking on her current position, Flatley served as Gatorade's Vice President of Marketing, a role in which she was responsible for how marketing drives the brand's U.S. commercial agenda. While setting marketing strategy and overseeing execution across advertising, media investment, content, digital and social, Flatley led the charge of repositioning Gatorade as a brand that fuels athletic performance resulting in the brand's successful "Win from Within" campaign. Also responsible for the brand's long-term innovation pipeline, Flatley helped broaden Gatorade's offerings to include more performance nutrition options, athlete services and streamlined packaging.

A nine-year veteran of Gatorade, Flatley was named one of *Ad Age's* 2014 "Women to Watch." She was also responsible for the media planning and execution surrounding the brand's G Series launch, which won *Media Week's* media plan of the year in 2010.

Prior to joining Gatorade, Flatley worked on both the Pepsi and Mountain Dew brands at PepsiCo. Before joining PepsiCo, Flatley led account work for the Tide and Tylenol brands while at Saatchi & Saatchi in New York. She is a graduate of Dartmouth College and Harvard Business School, and currently resides in Chicago with her husband and two daughters.

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