

V. R. Basker Receives the 2010 Outstanding Young Alumni Award

Dr. V. R. Basker received the **2010 Outstanding Young Alumni Award** from the Alumni Association of the University of Florida. The distinction was bestowed in recognition of his high level of excellence in professional achievements and for his contributions to the community.

Dr. Basker graduated from University of Florida in 1998 with a Ph.D. degree in Chemical Engineering and an M.S. degree in Electrical and Computer Engineering. His doctoral dissertation supervisor was Prof. Oscar D. Crisalle.

He currently holds the position of *R&D Director* in Frito-Lay Inc., division of PepsiCo, where he is responsible for the innovation and nutritional elevation of a suite of products with combined annual sales of more than 2 billion dollars. He is also in charge of Frito-Lay's open innovation and knowledge management efforts worldwide. Dr. Basker leads a department of 25 scientists and engineers. During his 12-year career in Frito-Lay, Dr. Basker has spearheaded the growth of emerging brands such as Stacy's, Stax, True North, as well as innovation in mega brands such as Cheetos, Baked Lays and SunChips.

Dr. Basker has received several awards, including the *Frito-Lay Creativity Award* for discovery of breakthrough process technologies, and the *PepsiCo Chairman's Award* for outstanding leadership contributions to diversity and inclusion. In 2009, Dr. Basker served as a departmental captain for the Frito-Lay United Way campaign that raised a record 3 million dollars.

