
Dorothy Jones
Vice President, Marketing



As Vice President, Marketing at Susan G. Komen®, Dorothy Jones directs the organization’s global & domestic marketing and strategic brand identity, furthering Komen’s mission to save lives and end breast cancer. Leading a team of marketing and creative professionals that touch all Komen marketing platforms, Jones oversees the creation and execution of marketing campaigns, cause-related marketing programs and large-scale events to grow and mobilize the Komen family.

Prior to joining Komen, Jones was a Senior Director with Frito-Lay, Inc., a division of PepsiCo. At Frito-Lay, Jones led teams across Brand Marketing, Innovation and Sales, most recently directing Channel Innovation, Sales Integration, and Governance for Frito-Lay’s Innovation Portfolio.

Jones’s journey at Frito-Lay began in 2000 when she joined the company as Associate Product Manager. She quickly advanced within the company, holding various strategic brand management and integrated marketing roles.

Throughout her time at Frito-Lay, Jones’s record of proven results earned her various awards including: 2001 President’s Award for best new product; 2003 PepsiCo Chairman’s Award for Outstanding Contributions; 2004 Silver Effie Award for Advertising Effectiveness; The Grand Ogilvy Award for “The Orange Underground Cheetos Brand Campaign”; The Gold Ogilvy Award for “Outstanding Advertising Research in Packaged Goods”.

Jones’s talents and drive for success in the brand marketing realm then led her to a new hybrid role as Senior Director of Marketing for the South Sales Division in 2008 where she focused on marketing integration within the Sales organization. In 2009, she became Senior Director of Shopper Marketing for Frito-Lay North America, responsible for developing retailer-specific shopper marketing programs.

Prior to joining Frito-Lay, Jones spent over three years at Nestle in brand management roles and several years at Tennessee-based National Commerce Bancorp in finance and consulting roles. Jones received her BS degree in Finance from American University and her MBA from the University of Tennessee.

Jones’s reputation for getting things done extends beyond business results. Committed to building strong talent as well as strong brands, she mentors young professionals on the mastery of the 3Ps of Power: Personal Power, Interpersonal Power and Organizational Power.