Subway Hires Ex-PepsiCo Marketing Chief Greg Lyons as CMO

Subway has named Greg Lyons as its new global chief marketing officer, effective May 19.

The news comes a week after PepsiCo confirmed Lyons' departure from the company. He most recently served as CMO of its North American beverage division since 2017, where he led Pepsi to achieve 18 consecutive quarters of growth and supported brands like Gatorade, Pure Leaf, and Mountain Dew.

Lyons was succeeded by Mark Kirkham, who was promoted from svp of marketing for PepsiCo's sparkling brands.

At Subway, Lyons will report to Carrie Walsh, the sandwich chain's interim CEO and former chief marketer. In the new role, Lyons will lead the brand's global marketing, culinary, digital platforms, data and insights, and other business transformation teams.

Lyons will also work directly with Subway's newly appointed U.S. creative agency of record Leo New York to lead its guest-centric marketing strategy.

"With more than 25 years of experience in the industry, Greg is widely respected for his ability to renew iconic brands through integrated, consumer-led marketing," Walsh said in a statement.

Lyons added: "I've been a fan of the Subway brand for as long

as I can remember, and it’s an honor to join the company at such an exciting moment in its journey. I look forward to building on Subway’s iconic legacy and bringing its creative strategy to life in bold, innovative ways.”

Following leadership changes and an AOR switch, Subway is aiming to “boost franchisee profitability and elevate its position in the market globally.”

Last year, private equity firm Roark Capital bought the sandwich chain for $9.6 billion, marking its first ownership change since its founding in 1965. Former global CEO John Chidsey also retired in 2024.

Subway isn’t required to disclose its financial results, however, Statista estimates that its U.S. sales in 2023 reached $9.98 billion, up from $9.78 billion in 2022. The company has also been quietly closing locations nationwide since 2015.

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