

Virgil King Bio

Virgil King currently serves as Zone Sales Director and General Manager at Frito Lay North America, where he is responsible for Sales Performance, Expense Control and People Leadership. Prior to becoming Sales Director, Virgil spent time in other Sales roles, Sales Operations and Go to Market functions. Virgil has a diverse background in Sales, Marketing, Operations and Retail.

Virgil holds a Bachelor of Science degree in Sales and Marketing from Tuskegee University. He was also a member of the TU Golden Tiger Football team. He started his career with FLNA as a District Manager in Huntsville, Alabama where he was able to gain an understanding of the company from the ground up. He led a team of Route Sales Representatives in both large and small format accounts to achieve sales goals before transitioning to a Sales Operations Management role where he managed 19 FLNA locations across the sales zone. After completing his MBA, Virgil pivoted and went to work at HQ on the Go to Market team where he helped Frito Lay introduce a new Delivery System called GES to the field.

Virgil resides in Birmingham, Alabama today with his wife Mitzi and their son Canaan. He is passionate about Entrepreneurship as a small business owner. In his spare time, he enjoys developing personal and professional relationships, mentoring kids, and coaching youth football.