



William B. Cyr
President and CEO
Sunny Delight Beverages Company

William B. Cyr (Billy) is President & CEO of the Sunny Delight Beverages Company (SDBC). SDBC manufactures and markets juices, juice drinks and flavored waters in 8 countries under the Sunny Delight, Fruit₂0, VeryFine, FruitSimple, Bossa Nova and Elations brand names. SDBC was created in 2004 when Billy partnered with JW Childs Associates, a Boston based private equity firm, to purchase the Sunny Delight brand from P&G.

Prior to joining SDBC in 2004, Billy spent 19 years at Procter & Gamble rising through the marketing organization to ultimately become the Vice President and General Manager of P&G's North American Juice Drink business and Global Nutritional Beverages. Along the way, he managed brands such as Crisco, Folgers, Duncan Hines and Jif.

Billy currently serves on the Boards of the Grocery Manufacturers Association (as Treasurer), the American Beverage Association, the Dan Beard Council Boy Scouts of America, the Seven Hills School and the National Food Labs (as Chairman of the Board). Billy is a 1985 graduate of Princeton University with a degree in History and East Asian Studies.