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Mondelez International Appoints Dana Anderson as SVP and Chief Marketing Officer

DEERFIELD, Ill., Sept. 25, 2014 /PRNewswire/ -- Mondelez International, the global snacking powerhouse whose portfolio includes nine iconic brands that each generates more than \$1 billion in revenues, today named Dana Anderson as Senior Vice President and Chief Marketing Officer. In this position, Anderson, 60, will be accountable for the company's global portfolio of advertising, media and marketing partners and oversee the teams responsible for Agency Relations, Brand Equity, Brand Strategy, Marketing Capabilities, Media and Digital for the company's global and regional Power Brands.



"Dana is the ideal leader to be our new Chief Marketing Officer. As our work for brands like *Oreo*, *beVita* and *Cadbury* demonstrates, she is constantly pushing the boundaries to create breakthrough marketing and engage with consumers in new ways," said Chief Growth officer Mark Clouse. "Her deep consumer understanding and strategic approach will be invaluable as we further focus on delivering fearless and innovative marketing programs that span multiple marketing and media channels and cutting-edge technologies."

Anderson is a 25-year advertising veteran. She was named to her previous position of SVP Marketing Communication and Strategy when Mondelez International was created in 2012, having held the same role when she joined Kraft Foods in 2009. Prior to that, she served as President and CEO at DDB Chicago. She started her career at Young & Rubicam and then moved to J. Walter Thompson. Dana was also President and CEO of Foote, Cone & Belding, Chicago, until leaving there to join DDB in 2004.

On Nov. 13, 2014, the Advertising Club of New York plans to honor Anderson as its "Advertising Person of the Year." In 2012, she was identified as one of the "100 Most Influential Women in Advertising" by *Ad Age*, and she was also the winner of the Ad Women of New York's "Changing the Game" award.

In 2001, Dana was named "Advertising Woman of the Year" by the Chicago Advertising Federation for her many contributions to the industry. She is on the board of the Association of National Advertisers and is a member of The Chicago Network.

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2013 revenue of \$35 billion. Creating delicious moments of joy in 165 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy, coffee and powdered beverages, with billion-dollar brands such as *Oreo*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and

Milka chocolate; *Trident* gum; *Jacobs* coffee and *Tang* powdered beverages. Mondelez International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow us on Twitter at [www.twitter.com/MDLZ](https://twitter.com/MDLZ).



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