

Speaker Bios

KELLOGG ON SUSTAINABILITY

The Business of Climate Change

Christine Montenegro McGrath

VP & Chief of Global Impact

Mondelēz International

Christine Montenegro McGrath leads the global Sustainability, Well-being and Community Involvement platform for Mondelēz International, one of the world's largest snacking companies with beloved brands like *Oreo*, *Cadbury*, and *Milka*. After her successful track record building brands and developing new products and growth platforms including ground-breaking marketing to Latinos, she now brings her extensive innovation experience to tackle challenges like deforestation and climate change, obesity, and women's empowerment. In all of this work, she finds the connection that drives growth of the business and positive social impact.

She created and is responsible for *Cocoa Life*, Mondelēz International's signature sustainability program, which is investing \$400 million over ten years in a holistic approach to transform the company's cocoa supply chain through better farming practices, community development, and women's empowerment.

Diversity and Inclusion is an increasingly important focus at Mondelēz International and she was chosen to be one of fifteen leaders on the company's inaugural Global Diversity and Inclusion Council chaired by its CFO. As a long time passionate advocate for women and Latinos, she is helping to create new programs, policies, and a more inclusive culture with a focus on the advancement of women. She was named one of *Fortune Magazine's* 50 Most Powerful Latinas in 2018 and 2017.

Prior to MDLZ, she spent over twenty years at Kraft Foods in a dynamic career in Marketing that spanned base brand management, new product innovation and multi-cultural. She led Kraft Foods' Latino Center of Excellence from 2009 to 2011 and was the driving force in creating a strategic plan that led to a significant increase in the company's investment and growth in the Latino market. She led groundbreaking research among the Latino community including a year-long ethnographic study of women's empowerment among Latinas.

She led the New Product Innovation function for Kraft's Grocery and Meals Business Units for six years and launched a number of successful new products. She also spent several years growing some of Kraft's most iconic brands in the Cheese and Meals Divisions along with full P&L responsibility. She began her career with Kraft Foods as a Financial Analyst.

She holds a Bachelor of Science degree in Accounting and Philosophy from Boston College and a Masters in Marketing from J.L. Kellogg School of Business at Northwestern University. She serves on the Executive Committee of the Board of Directors of the *World Cocoa Foundation* and the *Consumer Goods Forum* Sustainability Steering Committee. She also chairs the Steering Committee of the Global Business Council for Women's Economic Empowerment which recently had a report published by Oxford University of the group's collective learning. She served on the Executive Committee on the Board of Directors of the *Girl Scouts of Chicago and Northwest Indiana* for several years. She lives in the Chicago area with her husband and two daughters.