

Nigel Parsons Promoted to Managing Director Australia

Mondelēz International has announced a key leadership appointment with Nigel Parsons promoted to the role of Managing Director Australia.

The appointment comes following the announcement of a new long-term strategy and increased local investment which will see a local-first commercial focus from the company that delights consumers with iconic brands including Cadbury Dairy Milk, The Natural Confectionery Company, Oreo, belVita breakfast and Philadelphia.

“We recently revealed our new purpose, ‘Snacking Made Right’, which builds on our promise to offer consumers the right snack, for the right moment, made the right way,” Amanda Banfield, President Australia, New Zealand and Japan said.

“Consumers are at the centre of everything we do and we will be offering a broad range of delicious, high-quality snacks to satisfy every consumer occasion, with more sustainably sourced ingredients that consumers feel good about.”

“To enable us to strengthen our local focus and make decisions closest to our consumers, I am thrilled to be announcing Nigel in this newly created leadership role,” Amanda said.

Nigel brings to the role over 25 years’ experience in fast moving consumer goods, and since starting with the business in 2001, has worked in senior sales roles across a multitude of markets, including Australia, South Africa, United Kingdom, Asia, Middle East and Africa.

“I am honoured to be taking on this role and accelerating consumer-centric local growth by driving operational excellence and building a winning growth culture,” Nigel said.

“Over 90 per cent of our products sold in Australia are made here and we have a tremendous footprint across our five manufacturing sites, throughout our supply chain and with our 2000 people, and I look forward to leading the local team.”

Amanda Banfield has also been promoted to President, Australia, New Zealand and Japan, providing strategic leadership of the three-country business unit from 1 Jan 2019. Amanda steps into her new role following two years as Area Vice President of Australia, New Zealand and Japan. Amanda’s deep snacking experience in Asia Pacific and Europe has included local and regional leadership roles in marketing, strategy and general management.

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About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right in approximately 160 countries around the world. With 2017 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking in biscuits, chocolate,





gum, candy and powdered beverages. In Australia and New Zealand our iconic brands include Cadbury Dairy Milk, The Natural Confectionery Company, Oreo, belVita breakfast biscuits and Philadelphia. We make a significant contribution to the economy, employing 2000 people and operating five manufacturing sites. Visit au.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ.

