

ANDREW CLARKE

*Chief Marketing & Customer Officer
Mars, Incorporated*

As the Mars, Incorporated Chief Marketing & Customer Officer and a member of the Mars Leadership Team, Andrew has been the driving force behind reshaping Mars' approach to marketing & sales; developing an integrated strategy that leverages our powerful brands while building strong relationships with customers across the world. Embracing Digital to reach consumers in new and different ways is one Andrew's passions, and together with his team, he has been focused on transforming Mars' capabilities to lead the way in an ever-changing, increasingly challenging consumer and retail landscape.

Through this and his previous roles in Mars, Andrew has focused on driving ambitious change that delivers results. Building, engaging and inspiring diverse teams at all levels has always been at the heart of his approach.



Since joining Mars in 2000 as Category Leadership Director for Chocolate in the UK, Andrew has accumulated leadership experience and increasing P&L responsibility through a wide range of general management roles spanning across Chocolate, Petcare and Food. He has led geographic operations at country level in UK and Ireland and was Regional President for Petcare in Latin America from 2011 to 2014. In the Latin America role, he built a management team that grew market share, exceeded financial goals, expanded the portfolio and developed a talent agenda across a wide geographic footprint.

He was named Chief Customer Officer in 2015, and in July 2016, his role has been expanded to include responsibility for Mars' Marketing function.

Andrew started his career with Marks & Spencer, where he worked in various store and regional management positions.

He holds a Bachelor of Science degree with honors from Loughborough University in Retail Management and Management Science. Living in the UK with his wife Rachel and his two twin boys, Andrew has a keen interest in all sports, particularly cricket as a playing member of Marylebone Cricket Club and is a life-long supporter of Liverpool FC.