

FIONA DAWSON

Global President

Mars Food, Drinks and Multisales

Fiona Dawson joined the Mars graduate program straight from Trinity College, Dublin and has enjoyed a long career at Mars in various roles, including European Marketing Vice President, Managing Director and then President of Mars Chocolate U.K. Dawson has also participated in the Mars Chocolate Global Board and acted as President of Mars Global Retail. Dawson now serves as Global President of Mars Food, Drinks and Multisales, and is a member of the Mars, Incorporated Leadership Team.



Dawson has a passion for the advancement of women's entrepreneurship and human rights, especially in the developing world. She is a member of the Women's Business Council, where she co-chairs a group seeking to advance women in the executive pipeline. Dawson is also an advisor to the Department of Education on social mobility. Previously, Dawson served on the Economic Development Advisory Group to the U.K.'s Department for International Development (DfID). Dawson also leads the Mars Brexit steering committee set up to guide the business through this period of geopolitical change.

Dawson previously served as President of the Institute of Grocery Distribution (IGD) and Vice President of the Food and Drink Federation, where she led both the Sustainability and Health and Wellbeing committees, becoming a pivotal member of the U.K Responsibility Deal. Dawson has been recognized with a number of awards including *IMAGE Magazine's* Businesswoman of the Year 2016 and the Marketing Institute of Ireland's All Ireland Marketing Champion 2017. Dawson was also the first female leader recognized with The Grocer Cup, voted by readers of *The Grocer* to business leaders who have inspired their teams to achieve exceptional results.