

GRANT F. REID

*CEO/Office of the President
Mars, Incorporated*

Grant F. Reid was appointed as CEO/Office of the President for Mars, Incorporated in 2014 and joined the Board of Directors in 2015. Based in McLean, Virginia, Mars has net sales of over \$35 billion and operates in diverse global categories, including petcare, confectionery, food and drinks.



Mars was founded in 1911, when Frank C. Mars made the first Mars candies in his Tacoma, Washington kitchen. In 1932, his son, Forrest Mars, Sr., moved to the United Kingdom and built a diversified business based on the objective of creating “mutuality of benefits for all stakeholders.” This objective is one of The Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – that unite and guide more than 115,000 Mars Associates around the world.

As CEO, Reid has led significant shifts in purpose, portfolio, structure and culture in support of business performance, as well as advocating a focus on operating with speed and agility. Reid has ushered in multiple acquisitions, including VCA, BluePearl Veterinary Partners and Pet Partners animal hospitals; Whistle GPS Pet tracker; Preferred Brands International, Indian and Asian food products sold primarily under the Tasty Bite brand; and Turin Chocolates, a premium Mexican chocolate business. He also announced a strategic partnership with KIND in late 2017. Reid led the business to the buy-out of Berkshire Hathaway’s minority ownership stake in Wrigley, allowing for the combination of the Mars Chocolate and Wrigley businesses into one segment: Mars Wrigley Confectionery – the largest confectionery business in the world.

On a cultural front, Reid has led a re-focus on customers. During the last few years, Mars has tripled the number of customers who rank it in the top quartile of performance with the trade. Mars has also consistently improved its ranking as a great workplace; currently 4th on the Great Place to Work® Multinational list. In 2017, Reid spearheaded the launch of Mars’ *Sustainable in a Generation Plan* – the company’s new sustainability ambitions, committing \$1B over the next three years.

Reid is active in promoting the positive role of business in addressing societal issues. Toward that end, he’s a member of the Board of Directors of the Consumer Goods Forum, which encourages adoption of responsible practices and standards serving the consumer goods industry. Reid is also a member of the Business & Sustainable Development Commission, which brings together global private sector and civil society leaders to amplify the business case for sustainable development.

Before being appointed to his current role, Reid was Global President of Mars Chocolate, leading more than 17,000 Associates in delivering some of the world’s best-loved brands like M&M’S®, SNICKERS®, DOVE®, GALAXY® and TWIX®. Reid led the Chocolate business to record sales, growing market share in mature and emerging markets. He was a champion of industry efforts to collaborate on the issue of cocoa sustainability, expanding the Mars leadership role via the Sustainable Cocoa Initiative, which puts farmers first and increases crop productivity through training, certification and breakthrough research.

In his three decades with Mars, Reid has worked across all aspects of the business, including general management, procurement, manufacturing, marketing and sales. He has led the entire span of product operations and has extensive end-to-end supply chain expertise from raw material procurement to customer merchandising.

While he has lived in the U.S. for more than 25 years, Reid is a native of Scotland. He holds an honors degree in management economics as well as certification in marketing from the Chartered Institute of Marketing.

Reid is committed to lifelong learning and development, a core tenet of the Mars culture. He loves challenging himself and being active, and enjoys strength and conditioning training, running, mountain biking, mixed martial arts, historic car racing, and spending time with his family and dogs.