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Chandramouli Venkatesan to take the role of MD of Mondelez India from Jan 2015

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Mondelez International has announced that it will adopt a new globally consistent operating model across all regions of its business, including Asia Pacific. The model is based on a regional, category-led approach and focuses on the key categories of: chocolates; gum, candy and powdered beverages; biscuits; and cheese and grocery. The company's businesses in Europe and North America have already transitioned to this new operating model, as Asia Pacific continued to operate on a country led model. The new model will commence on January 1, 2015.

In India as part of this new model, Manu Anand, currently President, India and Managing Director of Mondelez India Foods Limited (MIFL) will take on the role of President, Regional Category Team, Chocolate and will oversee the chocolate business across the region. Chandramouli Venkatesan, who was earlier Regional Category Team Head Chocolates, will take the role of Managing Director of MIFL. These changes will be effective January 1, 2015.

Under this new operating model, the Regional Category Teams (RCTs) will assume full profit and loss responsibility for their respective categories at a regional level. The category structure will enable the global organization move towards a consistent operating model worldwide, providing categories with an opportunity to grow global brands, launch new innovation platforms, share best practices, create best-in-class cost leadership to drive margins, achieve operating excellence and enhance capabilities.

Country leaders will be the face of the business within their respective geographies and drive a winning culture consistent with Mondelez values. They will be accountable for building world-class, go-to-market teams focused on superior market execution, and will remain the key connect for customers and consumers.

Read online: https://nuffoodsspectrum.in/news/22/10499/chandramouli-venkatesan-to-take-the-role-of-md-of-mondelez-india-from-jan-2015.html
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