

Ten Things I Wish I Knew When I Was Beginning my Career

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Kraft Foods



My Background



make a legacy

Our mission is to be North America's best food & beverage company. Our company has a great heritage that we're building into an even greater future.

\$19 billion in
annual sales



109 years
in the
making

10 brands
with more than

\$500
million in sales

98%

of North American
households have Kraft
brands in their pantries
and refrigerators.

an unrivaled portfolio

Kraft Foods Group offers
a tasty portfolio of brands
people love.



25,000
employees
in the U.S. and Canada

follow us



Let's see how well you know our Brands...



Unparalleled portfolio brand strength & leadership

98%

household
penetration

10

brands \$500MM+
in annual sales

17

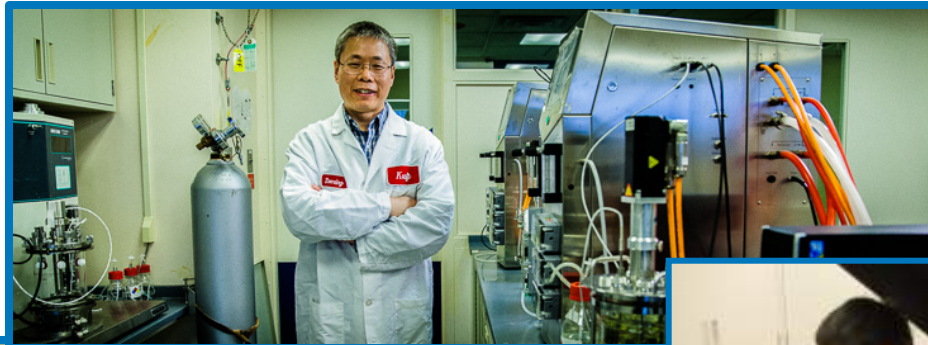
brands
\$100-500MM in
annual sales

80%

of businesses hold
#1 or #2 share



Kraft investment in Research, Development & Quality



- ~790 Employees
- 29% Advanced Degrees
- Collaborative community sharing knowledge, insights and skills
- Major Disciplines
 - Food Science
 - Food Engineering
 - Chemical Engineering
 - Chemistry
 - Biological Sciences
 - Nutrition
 - Packaging

Ten Things I Wish I Knew...

Kraft

#0. Be good at what you were hired to do!



#1. Don't be afraid to speak before you know you're right



#2. Have an Agenda



#3. Build Coalitions



#4. Results don't speak for themselves



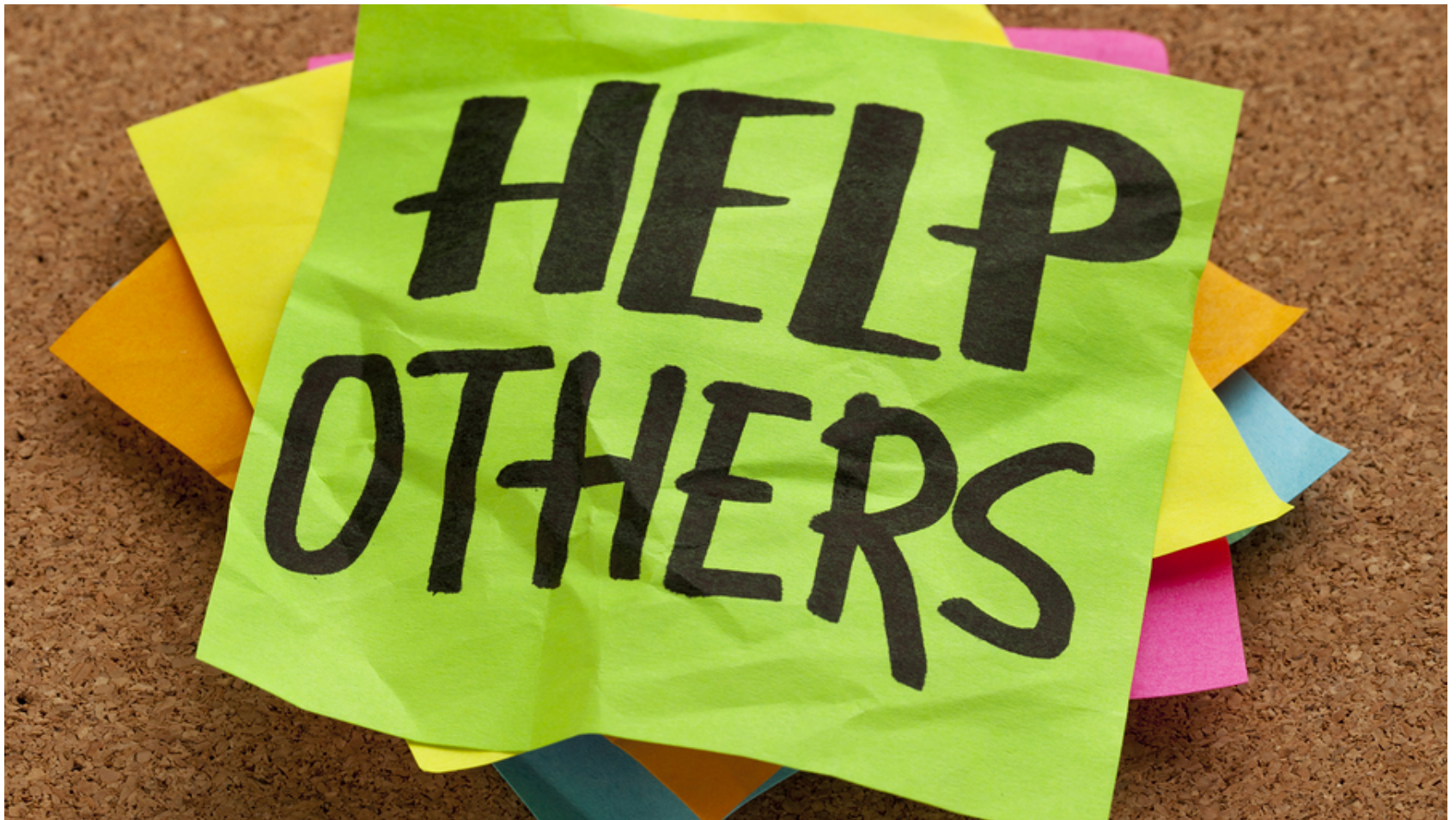
#5. Surround yourself with great people



#6. Expect what's possible... plus a little more



#7. Give more than you take



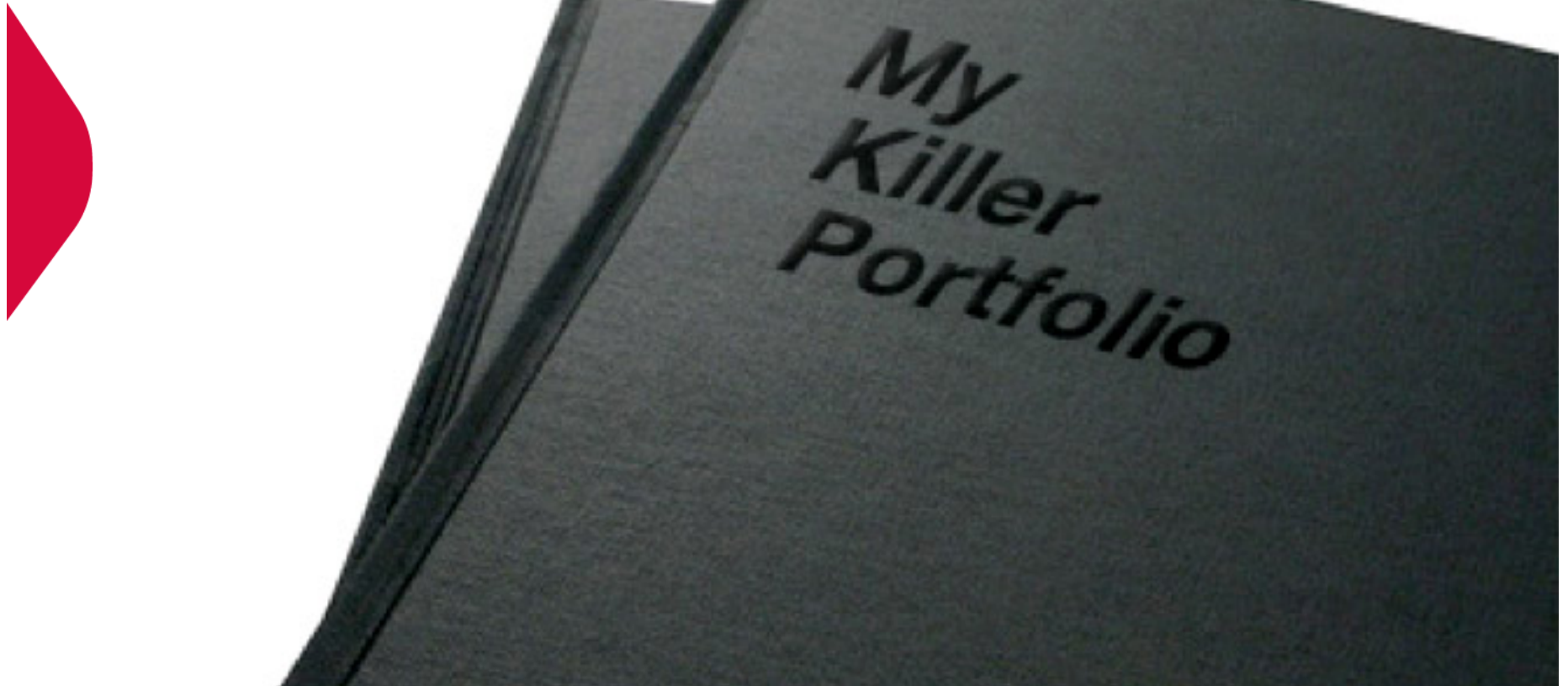
#8. Mentees attract Mentors



#9. Behavior change is the best way to grow




#10. Learn from your Experiences




#11. (Bonus) My mother was right



Summing It All Up

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0. Be good at what you were hired to do!
 1. Don't be afraid to speak before you know you're right
 2. Have an agenda
 3. Build coalitions
 4. Results don't speak for themselves
 5. Surround yourself with great people

Summing It All Up

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6. Expect what's possible... plus a little more
 7. Give more than you take
 8. Mentees attract mentors
 9. Behavior change is the best way to grow
 10. Learn from your experiences
 11. Your mother was right!

Thank you!



Questions?