



**MARK NIXON**  
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## FOOD & AGRICULTURE EXPERTISE


- Provided vision and leadership for the first corporate-wide, summer promotion for retailers and consumers, involving multiple brands, from multiple divisions of the corporation but presented to retailers, under a single umbrella, for their participation. Initial success led to a 5-year continuation of the promotion.
- Created and managed a model for allocating cross-functional resources across a portfolio of brands which, because of its success, led to its implementation corporate-wide for allocating resources between divisions.
- Created annual and long-term business plans involving KPI's and financial performance metrics.
- Led the development of "The Red Planet": a culture defining concept for the Hunt's organization based upon the principles of high-performance teaming and our commitment to achieve excellent results through our desire to "turn the world red with Hunt's Tomatoes".


[MARK'S GENERIC BIOGRAPHY](#)  
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