

## **Andrea Luigi Budelli - President Continental Europe the KraftHeinz Company**

Andrea Luigi Budelli, joined Heinz in 1992 as Product Development Medical Foods. Andrea was one of the major contributors in the creation and establishment of the Medical Food Business in Italy. After covering several positions in technical areas in 2002 he was promoted Innovation and Growth European Program Manager.

January 2004 he was appointed Head of R&D Italy.

November 2006 he was promoted R&D Director for Italy and in 2007 R&D Director of the European Centre of Excellence for Infant Nutrition.

He established the Global Centre of Excellence for Infant Milk Formulae (IMF) and the European Centre of Excellence for baby foods.

January 2008 he was appointed R&D Director Global Infant Nutrition and April 2010 Vice President Global Infant Nutrition R&D. In 2010 Andrea consolidated global I&N R&D organization and started a program to build capabilities in the Emerging Markets and to relevant, competitive consumer technology platforms

Over the last years he has managed the roll out of global technological platform at Heinz I&N, leveraging Heinz expertise to establish the baby food business in Emerging Markets with start-ups in China, Brazil, Russia. Andrea lead all global scientific activities and plans including intellectual properties protection and KOL relationship.

In 2012 he has been appointed President Global infant & Nutrition covering ad interim the role of Vice President Global I&N R&D and Heinz Italy/Plasmon CEO. In his role Andrea has driven global innovation platforms deployment, category strategy, new spaces entry and M&A strategy. Major focus are emerging markets while keeping globally a growing, sustainable and competitive business model. Major achievements were the setup of a global portfolio management process and the launch of global programs (ie pouches, flexible packaging, in Baby Food) able to change the competitive position of Heinz in the category

August 2013, after Heinz acquisition, Andrea has been appointed Vice President EU R&D and Global Infant nutrition.. In the new Role Andrea started up a new innovation Centre, based in the Netherlands for all Heinz Categories in Europe, a regional network and plan to integrate technology platforms and core innovation programs for the entire Heinz portfolio. Andrea has the challenge to leverage regional and Global scale while keeping a strong focus on local execution and implementation, applying best practices and processes already implemented in Infant & Nutrition. Andrea is part of the global team leading the footprint and portfolio re-design.

Andrea Focus in 2018 is to leverage the Portfolio coming from the merger with Kraft, redefine Nutrition and scientific strategy, drive the sugar and salt reduction plan from KHC portfolio and deploy a few of consumer technology platforms through commercial executions at regional and global level.

In 2018 Andrea covered - on top of R&D role-- the position of Heinz Italy Managing Director.

In 2019 Andrea extended his role integrating R&D operations also Russia, Africa and Middle East (from EU to EMEA), EMEA Marketing Operation team and EMEA PMO (Project Management Office) team

September 2019 Andrea had been appointed President Continental Europe leading the 5 BUs operating in the Zone : Italy, Germany/Austria/Switzerland, Spain/Portugal, France, BENELUX

Andrea earned a Master Degree in Food Science and Technology at Milan's University. Prior to join Heinz used to work for a family company covering different functions. During his professional career he developed a strong scientific background (25+ papers published over the last 3 years) and network, leading him to be a speaker in several academic seminars and congresses. Andrea is currently President of dietetic food section of UNION FOOD (Unione Italiana Food) and he teaches product design and strategy at University of Rome and Naples

Major areas of expertise/strength are:

- Strong technology background
- Nutrition Science & Human Science, Functional ingredients/compound, toxicology
- Culinary science & trends
- Food processing and new technologies qualification
- Innovation processes, resources management and best practices
- Portfolio Management, Product Life Cycle Management (PLCM)
- Regularory frame & strategy
- Consumers/market driven approach in portfolio design
- Consumer Value Engineering
- Agri&vet products supply chain, Food safety and processing
- People management, cross cultural leadership model
- Rounded General management skills including commercial

Andrea main Business office is Amsterdam