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Mars Wrigley appointments two senior executives to strengthen Asia's growth Â

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Mars Wrigley, a global leader in the treats and snacks category and a business division of Mars Incorporated, has announced the appointment of two senior executives to bolster the strength of its Asia Leadership Team, as it pursues quality growth in a region that is poised for double-digit growth, and home to nearly five billion people. Kristi Kee is the Sales and Operations (S&OP) and Activity Management Director for Asia, and Huyen Bui is the General Manager for Vietnam. Both leaders bring more than two decades of deep experience in each of their functional areas and will join the Mars Wrigley Asia Leadership Team.

Both Kristi and Huyen report directly to Kalpesh Parmar, General Manager for Mars Wrigley Asia. Following his transition from Mars Wrigley in India to Mars Wrigley Asia, Kalpesh has leveraged his experience in business strategy and brand building to drive growth while focusing on talent development and engagement. The appointment of both Kristi and Huyen underscores the company's commitment to fostering gender diversity and representation in key leadership roles that reflect the race and ethnicity of the region it operates.