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Kraft Heinz appoints Marcel Regis as President

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The Kraft Heinz Company announced the appointment of Marcel Regis as President, West and East Emerging Markets, effective February 3, 2025. Marcel will be based in Brazil and will lead the Kraft Heinz business in Latin America, Eastern Europe, the Middle East, and Africa, which is one of the business Zones created in 2024.

Marcel joins Kraft Heinz from Loft, a technology company serving Latin America. Marcel previously spent 25 years at Anheuser-Busch InBev, working across their Retail and Away From Home businesses.

â??Marcel is a proven leader with extensive international experience helping transform and grow businesses across the consumer goods industry,â?• said Kraft Heinz CEO Carlos Abrams-Rivera. â??Emerging Markets is one of our three Growth Pillars, and Marcel has the experience, mindset and vision that we need to accelerate growth in critical markets around the world.â?•

Marcel has been the Chief Operating Officer at Loft since July 2022. Previously, Marcel held several roles at Anheuser-Busch InBev, lastly as President of Colombia, their fifth largest market. Marcel was also President of South Africa, after the South African Breweries (SABMiller) integration. Earlier in his career, he held various management positions around the world, including the role of Global Vice President for the Commercial Integration of SABMiller, and the role of Non-Alcoholic Beverages Vice President in Brazil.