



REGIONAL FORUMS for SENIOR IT LEADERS



CIO

PERSPECTIVES

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In partnership with





Accelerating Change with Transformational Leadership at Kraft Foods

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SVP, Business Services and CIO

Kraft Foods

Kraft Foods Fast Facts



Approximately **\$49 billion** in revenue

World's #2 food company, **#1** in **North America**

#1 in global confectionery and biscuits

Sales in approximately 170 countries,

Operations in more than **75** countries

Approximately **127,000** employees

Donated more than **one billion servings** of food since 1997

Figures are for the combined Kraft Foods and Cadbury businesses

Our Corporate Strategy



**Delight Global
Snacks Consumers**

**Unleash the
Power of Our
Iconic Heritage
Brands**

**Create a Performance-Driven,
Values-Led Organization**

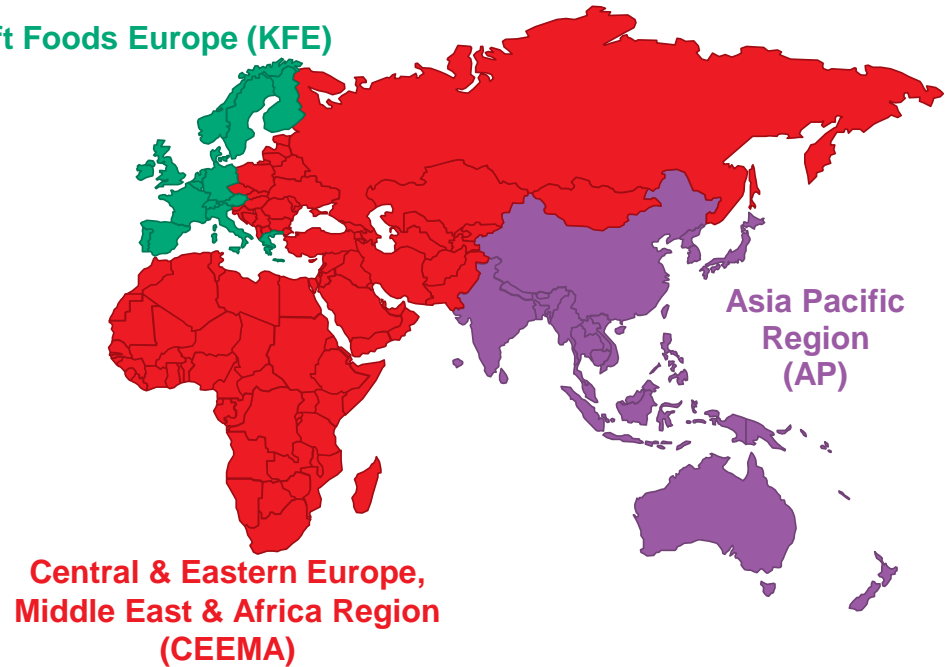
Our Geographic Presence



Kraft Foods North America (KFNA)



Kraft Foods Europe (KFE)





The Journey of IS

- Global Business Process Standardization through SAP
- Integrated multiple businesses including Cadbury – *total revenue = \$14 billion+*
- Divested businesses – *total revenue = \$4 billion+*
- Reinvesting bottom 10% of system cost back into the top of value
- We are in the middle of key company decisions
- Leading the company in working differently through technology, work place and mobility
- Digital consumer technology projects with Intel and Cisco



Our journey was fueled by Transformational Leadership...

Accelerating Change with Transformational Leadership



Accelerating Change with Transformational Leadership



Current Thinking

serves

Current Needs



leads to

Uncharted Territory
Endless Possibilities



Accelerating Change with Transformational Leadership

*Unleashing
your
organization*

- Empowerment & Accountability
 - Give people greater control over the means to achieve results
- Clear destination
 - Simplicity and clarity about where you're headed
- Enroll everyone
 - Replace control with commitment



Accelerating Change with Transformational Leadership

*Own
the
outcome*

- Ownership
 - Own the company!
- Your Mantra
 - “How We Can”, vs. “What We Can’t”
- New Language vs. Tech Language
 - Simple, clear, becomes viral

Accelerating Change with Transformational Leadership



- **You** are the **leaders**.
- **You** are to **guide** and **inspire**.
- **You** hold the **future** in **your** hands.



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