



Deanie Elsner is Kellogg Co.'s President of U.S. Snacks. She's focused on new approaches to brand innovation and renovation, real-time precision marketing to create more relevant consumer relationships, and creating a dynamic culture on the cutting edge of marketing innovation. She has built a strong, diverse team of leaders to foster constructive tension and ignite revolutionary approaches.

Prior to her current role, Elsner was Kraft Foods Group's Chief Marketing Officer, leading company strategy to turbo-charge Kraft's iconic brands. In this role, she developed and launched a proprietary infrastructure (Parallax®) to harness Big Data assets to drive the digital/technology transformation to Agile Marketing. Deanie brings 25 years of diverse CPG experience spanning North American and International geographies across both line business and marketing leadership roles.

Deanie Elsner is a passionate disruptor, taking on the toughest challenges, using her head and heart to set bold direction and inspiring her teams to achieve great things. She is a leader with moxie that people love to follow. Deanie drives for bold, transformational change and believes anything can be accomplished.

Deanie's previous Kraft roles include EVP and President Beverages, where she refocused the organization on consumer-relevant innovation, including launching water enhancer MiO, strategically targeted at Millennials. As President of Kraft's coffee business in Europe, she implemented major brand and product innovations to completely turn the business around and establish a clear roadmap for success.

Her talent for breaking the mold and compelling great change was recognized and helped propel Deanie through various leve...

Deanie Elsner

Speech Topics

- Technology
- Marketing
- Innovation
- Futurist
- Disruption
- Creativity & Innovation

