

Mars Wrigley Asia appoints Kalpesh Parmar as new General Manager

23 March 2023 | News

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Mars Wrigley, a global leader in the treats and snacks category and a business division of US headquartered Mars Incorporated, has announced the appointment of Kalpesh Parmar as General Manager (GM) for Mars Wrigley Asia. Parmar succeeds Patrick Gantier who, following a 15-year career with Mars, has left the organisation to pursue other opportunities.

Parmar was most recently the GM of Mars Wrigley India and brings with him more than two decades of experience in the FMCG industry, working across multiple geographies in Asia, Middle East and Africa. Since joining Mars Wrigley India in January 2020, Parmar has leveraged his experience in business strategy and brand building to drive growth while focusing on talent development and engagement.

In his new role, Parmar will oversee 20 diverse markets in the Mars Wrigley Asia portfolio. He will lead business operations of the chocolate, gum and fruity confections segments across all Asia markets, as well as the pet nutrition segment in South Korea, Taiwan and Hong Kong.

Parmar has worked in both matured and emerging markets including South Korea, Singapore, Dubai, Turkey, Nigeria and India, holding senior positions across business development, brand building, distribution and e-commerce. Prior to joining Mars Wrigley in 2020, Parmar was with Unilever for over 12 years where his last role was CEO for South Korea, Pacific Islands and Mongolia.