

Mondelēz International names Norberto Chaclin EVP, chief R&D officer

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Mondelēz International announced the appointment of Norberto Chaclin as Executive Vice President and Chief Research & Development Officer. Reporting directly to Chair and Chief Executive Officer Dirk Van de Put, Chaclin will be responsible for driving the Company's enterprise R&D and quality strategy as a key enabler of its ambition to shape the future of snacking.

“Norb is a proven leader with a strong track record of innovation, a deep passion for meeting consumers’ evolving snacking needs and a clear commitment to mentoring the next generation of R&D talent,” Van de Put said. “I’m confident that he will lead our worldwide R&D organisation in strengthening its partnership with our commercial businesses,

driving consumer centricity and category growth, and accelerating productivity.â”

Chaclin most recently served as the Companyâ”s Senior Vice President, R&D, Global Biscuits and Regional R&D partner for North America. Under his leadership, MondelÃ”z rolled out exciting innovations and renovations across some of its most iconic biscuit and baked snack brands, including Oreo, Chips Ahoy!, LU, Ritz, Club Social, belVita and Clif Bar. Earlier, he led R&D for the Companyâ”s global gum and candy business.

Before joining MondelÃ”z International, Chaclin spent 18 years with PepsiCo in a series of progressively responsible roles spanning Frito-Lay North America, PepsiCo International, Global Beverages and Joint Ventures â” ultimately leading R&D for PepsiCo North America Beverages and the Pepsi/Starbucks joint venture.