

The Kraft Heinz Company Appoints Nicolas Amaya as President, North America

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The Kraft Heinz Company announced the appointment of Nicolas Amaya (Nico) as President, North America, effective February 23, 2026. In this role, Amaya will lead the Company's North America business, overseeing strategy, operations, and performance across Kraft Heinz's largest market. Pedro Navio, current President, North America, will step down on February 22 to pursue other opportunities. Over his eight years with the Company, Pedro played a meaningful role in leading

multiple businesses and helping position the Company for the future. The Company thanks him for his leadership and contributions. To ensure a smooth transition, he will serve as an advisor to the Company through March 6.

“Kraft Heinz has an iconic portfolio of brands, a strong foundation for growth and a talented team in North America,” said Amaya. “The opportunity ahead to modernise these brands for today’s consumer is huge, and we’re making the right investments to do so. I’m excited to join the team and deliver.”

Amaya brings extensive global and North American leadership experience across the CPG industry, with a track record of driving profitable growth by strengthening brand portfolios and building strong relationships with key customers and partners. Most recently, he served in senior executive roles at Kellanova, where he played a key role in advancing the company’s commercial strategy, operational performance, and organisational transformation. He is recognised for his customer-centric approach, disciplined execution, and ability to build high-performing teams.

“Nico is a proven leader with deep experience driving growth and transformation in complex, competitive markets,” said Steve Cahillane, CEO, Kraft Heinz. “As we continue to transform and build momentum across our North America business, Nico brings the right combination of commercial rigour, operational excellence, and people leadership to accelerate that progress. I worked closely with Nico for many years at Kellogg and Kellanova, and I have great confidence in his ability to lead our North America business as we focus on returning Kraft Heinz to profitable growth.”