



## Dana Anderson

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Dana Anderson is Senior Vice President, Marketing Strategy and Communications, Kraft Foods Inc. She oversees Kraft's global portfolio of advertising, media and marketing partners, bringing strategic vision and consumer insight to all of Kraft's brands. Dana joined Kraft Foods in 2009 to elevate the creativity of the organization across mediums. Her top priority is strengthening the connection between consumers and Kraft brands at every turn.

Since her arrival, Dana has invigorated brands such as Kraft Macaroni & Cheese, Philadelphia Cream Cheese and Tang. She has created a strategic planning department, revitalized marketing training and developed the organization's strategy for identifying new talent and uncovering new opportunities for Kraft marketing.

Dana is a 25-year advertising veteran and joined Kraft Foods from DDB Chicago where she was President and CEO of DDB's largest and most-awarded agency.

Over the years, Dana has acquired a deep understanding of marketing, advertising and the consumer packaged goods industry. She started her career at Young & Rubicam, then moved to J. Walter Thompson where she headed global planning on Kraft. Dana was also President and CEO of Foote, Cone & Belding, Chicago, until leaving there to join DDB in 2004.

Dana impact on Kraft Foods' marketing has earned her the Vision Award from the Chicago AMA and Quantum Leap honors at AWNY's "Changing the Game" Awards. She also has been recognized for her many contributions to the advertising industry and was named Advertising Woman of the Year in 2001 by The Chicago Advertising Federation. Dana is currently on the board of the Assn. of National Advertisers and Off the Street Club and is a member of The Chicago Network.