

Vince Gruber
Executive Vice President & President, Europe



Vince Gruber is Executive Vice President & President, Europe for Mondelēz International, a global company leading the future of snacking with 2019 net revenues of approximately \$26 billion. Vince is responsible for driving growth across all snacking categories in the company's largest region, as well as continuing to shape and drive the Mondelēz International "Snacking Made Right" strategy.

Vince joined Kraft Foods in 1989 as Junior Brand Manager for the Milka brand in Austria. Over the following years, he progressed through a number of positions of increasing responsibility, being appointed Marketing Manager for Chocolate in 1993, and later Marketing Director in charge of the Coffee & Foods business in 1997.

In 2000, Gruber left the company to join Red Bull Worldwide as General Manager for the startup businesses, based in Salzburg, Austria, where he had responsibility for Europe and the US. He returned to Kraft Foods in 2007 as the Director of the Chocolate category for the Germanic markets and the World Travel Retail business, a position he held until 2010 when he was appointed President Chocolate leading and shaping the European Chocolate business over five years. In 2016, he was appointed President Western Europe, leading the Western European commercial business comprised of France, Benelux, Italy, Iberia and Greece.

Vince took over the leadership of the European business as Executive Vice President & President, Europe for Mondelēz International beginning of 2019.

Born in Merano, Italy, Vince holds a bachelor's degree from the Commercial Technical Institute in Merano, Italy, and a master's degree in Business Administration from the University of Innsbruck in Innsbruck, Austria.