

Vince Gruber
Executive Vice President & President Mondelez
Europe



Vince Gruber joined the company (by then, Kraft Foods Austria) 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 & Food brands 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 Mondelez Europe (then Kraft Foods Europe) in 2007 as Director of the Chocolate category for Germany, Austria, Switzerland and the World Travel Retail business, a position he held until 2010 when he was appointed President Chocolate for Europe. Gruber led the European Chocolate Category until September 2016. From 2016 to the end of 2018 he was in charge of the Western European commercial business (comprised of France, Benelux, Italy, Iberia and Greece) as Area President Western Europe.

As of January 2019, Vince Gruber took over the leadership of the European business as Executive Vice President & President Europe for Mondelez International and joined the global Leadership Team of the company.

Born in Meran, Italy, Vince Gruber graduated in Business Administration from the Innsbruck University (Austria). He is fluent in English, German and Italian and has previously lived and worked in Italy and Austria. He is now based in Zurich (Switzerland) with his family.

October 2019