

MARS

Tomorrow starts today

Mars, Incorporated

COP28 Delegates

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Poul Weihrauch
CEO



Andy Pharoah
VP, Corporate Affairs
& Sustainability



Barry Parkin
Chief Procurement &
Sustainability Officer



Kevin Rabinovitch
VP, Sustainability



Autumn Fox
Senior Manager,
Sustainability



Dan Strechay
Director of Sustainability
Communications &
Engagement

Poul Weihrauch

CEO/ Office of the President



In September 2022, Poul Weihrauch took over the position of CEO and Office of the President for Mars.

Poul has spent more than 20 years with Mars and is known for his commitment to Associates and merging purpose, sustainability and strategy to drive growth, performance and positive impact.

He has been President of Mars Petcare since 2014, leading the evolution from its origins in pet food into a true pet care company, making Mars the world's largest provider of veterinary services and doubling the size of the business. Poul has led our Petcare business to improve the wellbeing of pets while driving focus and investment on sustainability. He has served on the Mars Leadership Team since 2011, role modeling the company's Five Principles and helping advance its purpose: The world we want tomorrow starts with how we do business today.

Throughout his time at Mars, Poul has worked across all segments of the business, beginning in 2000 in Slough, England, as European brand leader for SNICKERS®. In 2003, he became General Manager of the Mars confectionery business in Europe, followed by promotion to lead the Mars Food business in the region. At the close of Mars' acquisition of Wrigley in 2008, Poul assumed accountability for Wrigley Europe, serving as part of the Global Wrigley Leadership Team. His last role before joining Petcare was as President of Mars Food, Drinks and Multisales.

Before joining Mars, Poul worked for Nestlé in various sales and marketing positions in the Nordics and Belgium, as well as confectionery for Africa, Oceania and Asia regions while based in Vevey, Switzerland. He started his career with Stimorol Chewing Gum in his native Denmark, and has since lived and worked in six countries.

Poul is a member of the foundation board for IMD and a supervisory board member of Henkel AG & Co. KGaA.

He holds an MBA from the University of Aalborg, Denmark, and studied for his Master of Science degree in international marketing at Strathclyde in Scotland. He completed his undergraduate studies at the University of Aalborg with a Bachelor of Science in business economics.

An avid runner, Poul does some of his best thinking while pounding the pavement. Pets, particularly his beloved family dogs Twixie and Eddie, and football (or soccer!) are among his other passions.

Andy Pharoah

Vice President, Corporate Affairs, Strategic Initiatives and Sustainability



Andy Pharoah joined the Mars Leadership Team in 2016 and serves as the Vice President, Corporate Affairs & Sustainability.

In his role, Pharoah leads the company's communications, government relations, stakeholder engagement and corporate brand. His responsibilities include management team and Board of Directors effectiveness. Pharoah also stewards Mars, Incorporated's ambitious sustainability objectives and the programs in place to make the company's operations Sustainable in a Generation.

Prior to his current role, Pharoah served as Senior Vice President of Corporate Affairs, Sustainability & Strategy for Wrigley, a segment of Mars, Incorporated. His responsibilities encompassed all aspects of Corporate Affairs, leadership of Global Sustainability, and leadership of the development and deployment of Wrigley's global business strategy.

A native Londoner, Pharoah began his career in U.K. politics. He then spent 13 years with the international communications consultancy Hill & Knowlton, where he worked with a wide range of companies, governments and NGOs, with his final role being Head of the Corporate Practice for Europe, Middle East and Africa.

Pharoah holds a bachelor's degree in politics from the University of Leicester. He has been living in the U.S. for over a decade and has finally begun to understand and enjoy baseball. He is an Executive Committee Member of the Washington National Opera. He also serves on the Council of the Asia Society Policy Institute and as the Co-Chair of the Policy Committee of British American Business.

Barry Parkin

Chief Procurement and Sustainability Officer



Barry Parkin leads two areas critical to Mars' future business success and its role as a corporate citizen.

As Chief Sustainability Officer at Mars, Barry is responsible for developing and driving the company's sustainability programs across its value chain from farmers through to consumers. In the almost 10 years, he has held this position, Barry has worked with business leadership and operational teams to develop and articulate Mars' corporate commitments and strategies. This work resulted in the launch of Mars' Sustainable in a Generation Plan in September 2017, laying out the path for Mars to become a truly sustainable business, with the business announcing its fresh pledge to achieve net zero emissions in its full value chain last year.

Barry is one of the key corporate spokespeople on Sustainability, regularly sharing his viewpoints at influencer convenings and through media interviews. He and his team are responsible for building strong and collaborative partnerships with Mars' suppliers, governments, development agencies, NGO's and peer companies on a pre-competitive basis to advance sustainable development.

Barry is also the Chairman of the World Cocoa Foundation. In this position, he leads the industry's collaborative efforts to advance sustainable cocoa.

In September 2017, Barry also took on leadership of the Procurement function for Mars. In this role, he is responsible for the transformation and governance of the function. Given that the goods and services that Mars sources make up a large proportion of the company's entire environmental and social footprint, there is a strong mutual dependence between Sustainability and Procurement.

During his 37-year career at Mars, Barry has worked in a diverse set of roles across Sustainability, Procurement, Engineering, Business Development, Supply Chain and Human Resources. Barry holds an Engineering Science Degree from Cambridge University and is a Chartered Engineer (IMechE).

Kevin Rabinovitch

Global VP Sustainability and Chief Climate Officer



Kevin Rabinovitch is the Global VP Sustainability and Chief Climate Officer for Mars, Incorporated. In his role he leads the corporate strategy for the Healthy Planet portion of Mars' Sustainable in a Generation Plan – particularly carbon, water, and land targets. As part of this program, his team directly manages a global portfolio of renewable energy projects. He also leads the assessment of environmental impact for Mars' entire value chain and the translation of external environmental science into policy and strategy for the business.

Kevin helps lead the CGF Deforestation Coalition of Action and the High Value Ecosystem pillar of OP2B, and frequently speaks externally on behalf of Mars' sustainability program. He has been with Mars for 26 years: the first 13 in R&D functions of multiple Mars business segments in the U.S. and Europe, specializing in technology development, scale up, and intellectual property; and 13 years in sustainability.

Autumn Fox

Climate Sustainability Senior Manager



Autumn Fox is the Climate Sustainability Sr. Manager for Mars, Inc. In her role, Autumn leads the Climate and Land impact areas for Mars' Sustainable in a Generation Plan, including external engagement and internal program direction.

Autumn has been with Mars for more than 10 years, in a range of roles spanning Sales, R&D, and Commercial. Previously, Autumn was a Sustainable Sourcing Manager in the Mars Wrigley business, where she chaired the SAI Platform Sustainable Dairy Partnership. Autumn has a background in biology and is a published author in ecology and cancer biology.

Dan Strechay

Director of Sustainability Communications & Engagement



Dan Strechay is the Director of Sustainability Communications & Engagement for Mars, Incorporated where he is responsible for communications, stakeholder engagement, and reporting around the company's multibillion-dollar Sustainable in a Generation Plan. As a member of the Mars corporate affairs team, he supports multiple teams and segments, as well as leads engagement at key UN conferences and meetings.

Dan was previously the Director of Outreach & Engagement at the Roundtable on Sustainable Palm Oil (RSPO), responsible for stakeholder engagement and communications activities to members and stakeholders globally and previously lead the establishment the North America RSPO Secretariat office.

Before joining the RSPO, Dan was the Senior Manager, Sustainability Communications for PepsiCo, where he worked on the communications of their "Performance with Purpose" vision and provided support for the sustainability, procurement, public policy, and government affairs teams. Prior to that Dan was a member of the Sustainability & Stakeholder Engagement Team for Asia Pulp & Paper, supporting the Forest Conservation Program, and also served as the Group Director of Communications for Sims Metal Management, a publicly traded recycling company.

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