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## **Mars, Incorporated Announces Global Pet Nutrition and Regional Mars Wrigley Leadership Appointments**

MCLEAN, VA (May 6, 2019) — Mars, Incorporated announced today that Tracey Massey has been promoted to the role of Global President, Mars Pet Nutrition, a division of Mars Petcare, effective June 3, 2019.



Massey, previously Mars Wrigley North America Regional President, has been with Mars for over 20 years. She has held a variety of roles across Mars, both in the U.S. and in Europe, including roles in manufacturing and as the Global Chief Financial Officer for Mars Chocolate. In her role as Mars Wrigley Regional President, she successfully led the integration of the Mars Wrigley business across the Americas. Earlier in her career, Tracey was part of Mars Petcare and is now returning to the Pet Nutrition division, known for pet food brands such as PEDIGREE®, WHISKAS®, NUTRO™, GREENIES™, SHEBA®, CESAR® and IAMS™.

“It has been a true privilege to lead Mars Wrigley North America for the last five years,” Massey said. “I am thrilled however to be coming back to Petcare, and to join our amazingly passionate Associates to bring our brands to pets and pet owners around the world.”



Anton Vincent will succeed Massey as the Regional President for Mars Wrigley North America region. With over 20 years of leadership experience within the U.S. food industry, Vincent brings a wealth of consumer expertise and perspective to Mars.

Vincent will join Mars Wrigley on May 20, 2019 from Greencore Group plc, a leading global manufacturer of convenience foods. As the U.S. CEO, he led a diverse and growing food business serving some of the world's largest CPGs with 13 manufacturing plants across the U.S.

Prior to Greencore Group plc, Vincent spent much of his career with General Mills, holding various leadership roles including President of the Baking Division, President of the Frozen Frontier Division and President of the U.S. Snacks Division. He received an MBA in Marketing from Indiana University, Kelley School of Business and a BBA in Finance from Sam Houston State University. Vincent is a native of Jackson, Mississippi.

“I am very excited to be joining the Mars business,” said Vincent. “I have long admired Mars’ deep history, global footprint and truly iconic brands, and I look forward to the opportunity to lead our talented teams to help bring more smiles to millions of consumers.”

## **About Mars, Incorporated**

Mars is a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love. With over \$35 billion in sales, the company is a global business that produces some of the world's best-loved brands: M&M's<sup>®</sup>, SNICKERS<sup>®</sup>, TWIX<sup>®</sup>, MILKY WAY<sup>®</sup>, DOVE<sup>®</sup>, PEDIGREE<sup>®</sup>, ROYAL CANIN<sup>®</sup>, WHISKAS<sup>®</sup>, EXTRA<sup>®</sup>, ORBIT<sup>®</sup>, 5<sup>™</sup>, SKITTLES<sup>®</sup>, UNCLE BEN'S<sup>®</sup>, MARS DRINKS and COCOAVIA<sup>®</sup>. Mars also provides veterinary health services that include BANFIELD<sup>®</sup> Pet Hospitals, Blue Pearl<sup>®</sup>, VCA<sup>®</sup> and Pet Partners<sup>™</sup>. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire its more than 100,000 Associates to create value for all its partners and deliver growth they are proud of every day.

For more information about Mars, please visit [www.mars.com](http://www.mars.com). Join us on [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#).

## **About Mars Wrigley**

Mars Wrigley is the world's leading manufacturer of chocolate, chewing gum, mints, and fruity confections. With beloved global brands like M&M'S<sup>®</sup>, SNICKERS<sup>®</sup>, TWIX<sup>®</sup>, ORBIT<sup>®</sup>, DOUBLEMINT<sup>®</sup>, SKITTLES<sup>®</sup> and STARBURST<sup>®</sup>, Mars Wrigley brings smiles to faces around the world. Globally, the business employs more than 30,000 Associates, operates in about 70 countries and distributes its brands in more than 180 countries. Mars Wrigley is globally headquartered in Chicago, Illinois, and operates as a subsidiary of Mars, Incorporated. For more information, please visit [www.mars.com](http://www.mars.com).

## **About Mars Petcare**

Part of Mars, Incorporated, a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love, the 85,000 Associates in Mars Petcare are dedicated to one purpose: A BETTER WORLD FOR PETS. With 75 years of experience, our portfolio of almost 50 brands serves the health and nutrition needs of the world's pets – including brands PEDIGREE<sup>®</sup>, WHISKAS<sup>®</sup>, ROYAL CANIN<sup>®</sup>, NUTRO<sup>™</sup>, GREENIES<sup>™</sup>, SHEBA<sup>®</sup>, CESAR<sup>®</sup>, IAMS<sup>™</sup> and EUKANUBA<sup>™</sup> as well as The WALTHAM Centre for Pet Nutrition which has advanced research in the nutrition and health of pets for over 50 years. Mars Petcare is also a leading veterinary health provider through a network of over 2,000 pet hospitals including BANFIELD<sup>™</sup>, BLUEPEARL<sup>™</sup>, PET PARTNERS<sup>™</sup>, VCA<sup>™</sup>, Linnaeus and AniCura. We're also active in innovation and technology for pets, with WISDOM PANEL<sup>™</sup> genetic health screening and DNA testing for dogs, the WHISTLE<sup>™</sup> GPS dog tracker, and LEAP VENTURE STUDIO accelerator and COMPANION FUND<sup>™</sup> programs that drive innovation and disruption in the pet care industry. As a family business and guided by our principles, we are privileged with the flexibility to fight for what we believe in – and we choose to fight for: A BETTER WORLD FOR PETS.

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