

Daniel Calderoni CEO KIND Snacks North America



About Daniel:

Daniel Calderoni is currently the CEO of KIND Snacks North America, a Mars Snacking brand. His 20+ years of global experience with beloved consumer brands now drive his leadership at KIND. Daniel is a purpose-driven leader with a passionate, Associates-first mindset. In addition to his unwavering belief that an organization's purpose should be its true differentiator, Daniel firmly believes that Associates are a business' most valuable asset. His leadership style is marked with a strong commitment to creating a culture that is inclusive and diverse, making sure every team member feels empowered to dream big, stay curious and reach their full potential.

Daniel joined Mars in 2011, and is a valued senior leader, having worked across several geographies and multiple functions during his time with the company. Prior to joining KIND, he was General Manager for Mars Pet Nutrition in Canada, where he led the Canadian Pet Nutrition team. He was responsible for managing a portfolio of brands such as PEDIGREE®, and IAMS®, while leading a passionate team of associates and serving over 9 million pet owning households across Canada.

Prior to joining Mars Pet Nutrition in Canada, Daniel served as Vice President of Emerging Markets for Pet Nutrition, championing the importance of pet parent needs across emerging markets in support of Mars Pet Nutrition's global growth strategy. He also served as General Manager of Pet Nutrition in the Southern Cone, which includes Argentina, Chile, Uruguay, and Paraguay.

Daniel began his career in the banking industry, before transitioning into CPG, where he held several roles in marketing at Unilever in Brazil, and then later spending time across multiple markets including South Africa and China.

Daniel completed his undergraduate degree at Fundação Getulio Vargas with a Bachelor of Business Administration. He currently lives in the Chicago area with his wife and their two sons.