



MONDELÉZ INTERNATIONAL SOCIAL CLIP VIDEO TRANSCRIPT

Venky Rao

What was the impetus for Mondelēz to becoming more of a data driven data led company?

Javier Polit

I think it all starts with our goal at Mondelēz International is to be the leader of snacking. And, we need an even stronger growth strategy to keep up with the pace, and even influence, our consumer demand and our consumer behavior. So we really started to focus on a relentless consumer centricity.

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