

Peter BEGG
Director Global Quality Programs
KRAFT FOODS, USA



Peter Begg is Director of Global Quality Programs for Kraft Foods. He is a member of Kraft Foods' Global Quality leadership team and the Quality liaison to the Global Supply Chain organization. Peter Begg's current responsibilities include Auditing, Supplier Quality, Specification Management, Quality Policy and Training. He leads a high performing team across the world to ensure that Kraft's Quality policies and expectations are applied and validated on a consistent basis.

Prior to his current role, Peter was the Director of Quality for Kraft Foods Europe from 2008-2011. He was responsible for risk management, regulatory and food safety conformity and product compliance for all food categories in Europe. Peter Begg was based in Zurich, Switzerland and managed a group of Quality professionals across 17 countries to ensure that Kraft was driving quality and food safety across the value chain.

Before moving to Europe, Peter Begg was the Director of Research, Development and Quality for the Kraft Foodservice (Away from Home) business in North America from 2005-2008. He was responsible for Product Development, Packaging Development, and Quality Systems for this business. His responsibilities included all categories and channels that Kraft Foodservice sells into and was North American in scope. He was also the Associate Director for North American Process Cheese R&D based in Glenview, IL, USA from 2004-2005. Throughout his 18 year career, Peter has worked in a variety of businesses in Kraft Foods including Cheese and Dairy, Grocery, and Convenient Meals.

Peter Begg completed his B.S. in Chemical Engineering from Pennsylvania State University in 1994. He is also involved in numerous activities at Kraft Foods including University Recruiting and Junior Achievement, which involves teaching young students about the business world.

KRAFT FOODS

Kraft Foods is the world's second largest food company with annual revenues of \$49.2 billion. Eleven of the company's iconic brands—including Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, Nabisco, Oreo, Oscar Mayer, Philadelphia and Trident—generate revenue of more than \$1 billion annually, and 40 have been loved for more than a century. More than 80 percent of revenues come from products that hold the No. 1 share position in their respective categories. And more than 50 percent of revenue is driven by categories where our market share is twice the size of the nearest competitor.

Over the past 25 years, Kraft has donated nearly a billion dollars in cash and food. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index.

