

## Mondelez WTR welcomes back Anna Somogyi in new role as Dogus Kezer exits



Anna Somogyi, Director Category, Customer & Shopper Marketing, Mondelez WTR

Mondelez World Travel Retail (WTR) has announced that Dogus Kezer, Marketing Director WTR, will be departing from his position at the end of August 2024. He will be succeeded by Anna Somogyi, who returns to WTR in the newly created role of Director Category, Customer & Shopper Marketing after serving as Director of International Customer Insights, Strategy & Activation at Mondelēz Europe.

As the confectionery category continues to evolve, the brand owner is merging its marketing functions under a single leadership position to enhance the consumer journey and streamline operations. This strategic shift aims to provide travelers with a more seamless shopping experience while fostering growth-oriented dialogue with partners.

Dogus has been instrumental in driving growth and innovation at Mondelez and has had a profound impact on the company over the past seven years. His leadership in the travel retail space has been

significant in transforming the brand portfolio, notably through the development and rollout of Toblerone's New Equity and the award-winning Cadbury FC campaign. His contributions have been crucial in pushing the boundaries of creativity and delivering impactful results.

No stranger to the channel, Anna held multiple leadership positions in WTR between 2008 and 2015 in both consumer and customer marketing. Her legacy was the creation and launch of Mondelez's Delighting Traveler confectionery category vision. Under her leadership, this vision unlocked confectionery's potential and moved the category from a sometimes-hidden spot to a visible position in most travel retail locations.

Anna brings over 10 years of consumer marketing experience from both developed and developing countries. She has led brand equity projects, reshaped portfolios and always brought brands closer to consumers through a collaborative approach. In the last eight years, Anna held multiple strategy roles in Mondelez Europe region, both in marketing and sales. She played a critical role in the company's digital transformation strategy; how Mondelez shifted to digital engagement and optimized commercial processes. She now brings all these robust experiences back to travel retail.

More recently, Anna has led channel and customer strategy and was a driving force behind insights-driven joint value creation that helped to shift retailer dialogues from tactical conflicts to mutually beneficial category growth discussions. As a leader, Anna cares deeply about people and growing her team and is a vocal advocate for greater diversity and inclusion.

Anna Somogyi, Director Category, Customer & Shopper Marketing, Mondelez WTR, says, "I am thrilled to come back home to the travel retail channel and work with the greatest team in the industry. We are crafting the best program with three key growth drivers, starting with increased differentiation between domestic markets and travel. We have strong brands but when we add travel retail magic and introduce the element of exclusivity, we boost purchases. Secondly, we continue to reframe our portfolio to ensure that shopper needs, and critical price thresholds are in sync. Thirdly, we will drive innovation to go beyond products to bring unique experiences to duty free, to drive up value perception. This is an exciting time to be back in the realm of travel retail; I'm looking forward to seeing our partners at TFWA Cannes as we look ahead to continued growth and partnership."

Dogus Kezer, outgoing Marketing Director, Mondelez WTR, says, "Over the past seven years, I have had the privilege of working with an incredibly talented team. Together, we have driven dynamic initiatives and have pushed the boundaries of innovation in travel retail to delight travelers in a profound and memorable way. It has been a rewarding journey to see Mondelez's brand portfolio evolve with the times and technology. It has been an honor to have been a part of a company so synonymous with travel. I am proud of what was accomplished in my time here and I look forward to watching Mondelez WTR's continued growth and success from afar."