



Susan Irving – Chief Marketing Officer – Kruger Products L.P.

Susan Irving is an industry leader with a passion for brands and a reputation for delivering business results through strategic integrated marketing campaigns. Now, as Chief Marketing Officer for Kruger Products L.P., Susan is responsible for leading the marketing team to set the vision, strategic direction, and drive business performance for all Kruger Products brands and marketing activities in Canada and the United States. She is also a key member of the Company's Executive Team.

Susan is an accomplished, award-winning senior marketing executive with over two decades of experience leading many successful and well-known brands at Warner Lambert, Coca-Cola and PepsiCo. She has a strong passion for brands and building high performance teams. She is a strategic business leader with experience that spans across all aspects of business management and consumer marketing including brand strategy; advertising and communications; P&L management; media planning; digital; social media; innovation; consumer insights; as well as sports and event marketing. Most recently at PepsiCo Foods Canada, Susan was the Senior Marketing Director for the Quaker Nutrition portfolio. During her 15 years at PepsiCo, she held several progressive roles including leadership of a Global Snacks team in New York where she was responsible for Doritos, Cheetos and Sunbites - three of the company's billion dollar brands. Prior to that, Susan spent more than a decade at PepsiCo Canada leading teams of passionate marketers in creating successful campaigns

that drove profitable growth for brands including Cheetos, Doritos, Lay's, Ruffles and Tostitos. Susan is known for her collaborative approach of working with teams to deliver breakthrough, insight-driven consumer campaigns and programs that deliver growth.

As an accomplished marketer, Susan has been recognized with several industry accolades including CMAs, Cassies, Cannes Lions, Effies, The Bessies, Media Innovation Awards and Canadian New Media Awards. She was also among Marketing Magazine's prestigious Top 30 under 30, Canada's Strategy Magazine 2020 Marketer of the Year and the Canadian Marketing Association 2021 Marketer of the Year.

An avid sailor, Susan was a member of the Canadian Sailing Team, having campaigned for the 1992 and 1996 Summer Olympics. She was the President of the Leaside Hockey Association Board of Directors where she served for seven years; the Jury Chair for the Globe and Mail's Cannes Young Marketers Competition; a judge for several industry award shows; a key note speaker for North American Conferences and a committee member of WISE Canada (Women in Sport and Entertainment). She is also a member of the Canadian Women and Sport Board of Directors and The Ontario Hockey Federation Board of Directors.

When Susan takes a break from Marketing, you can find her on a sail boat or a ski hill. As a busy mother of two young boys, you'll also find her in hockey rinks, at road races and on the soccer field supporting their family's passion of competitive sport.