

# Siddhartha Mukherjee

Sr Director: Strategy, Insights and Analytics



Siddhartha (Sid) Mukherjee is responsible for leading the Strategy, Insights and Analytics in India

Sid joined the Cadbury India in 1995 as a Management Trainee. After spending his first 6 years in sales and handling brands like Cadbury Dairy Milk (CDM), Perk and Celebrations he was selected for an assignment in the USA with Motts Inc. He returned to India in 2004 after a successful stint as Senior Brand Manager Snapple, with Cadbury Schweppes America Beverages and took charge of New Business, Innovation and Strategy portfolio. In 2006, Siddhartha moved to Singapore as the Regional Strategy Manager. In 2008 Sid was promoted to Director Confectionery for Asia Pacific Region. In 2010, he moved to Zurich to join the Global Chocolate Category team, as Impulse & New Market Entry Platform Director. In the recent past, Sid has contributed significantly to the success of Chocolate Category particularly in Developing Markets. He brings with him vast experience in the Chocolate category.

In 2014, as Executive Director, Chocolates & Media, Mondelez India, Siddhartha stewarded the launch of the new renovated Cadbury Bournville and CDM Silk Caramello. As head of Media he led the first forays into digital advertising and building capabilities for the same in the marketing organization.

In 2015, he was appointed in the regional category team as Senior Director for Chocolate Innovation for Asia Pacific and Middle East and Africa. In the last 3 years he has launched highly successful new offers e.g., Silk Oreo in Australia, Philippines, Indonesia and India, Fuse and 5 Star 3D in India and many other winning products and brands across the region.

Siddhartha is a post graduate from Indian Institute of Management, Kolkata and is a graduate in Physics honors from BHU, Varanasi.