



MONDELEZ SIZZLE

VIDEO TRANSCRIPT

Text on screen:

Artificial intelligence drives differentiation at Mondelēz International

It strengthens financial performance

And it's already reshaping enterprises that are ready to embrace change

How Mondelēz International uses Data and AI to transform their business

(0:17) Text on screen: Venky Rao, Senior Managing Director, North America Consumer Goods & Services Industry Lead, Accenture

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

(0:21) Text on screen: Javier Polit, Chief Information and Digital Officer at Mondelēz International

Javier: 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 in making certain that we started to aggregate 360 degree insights of, our consumers. And the time was right because we had been preparing from a business perspective and also from a technology perspective. We had the right foundation in place.

(0:55) Text on screen: Successful enterprise reinvention

(0:56) Venky: Can you dig a little bit deeper and talk to us about how does the total enterprise reinvention happen practically in large organizations with all the complexities of, of a large organization?

(1:08) Javier: Yeah. It, it is a little sophisticated when you look at large enterprises and, and in my experience, having served Fortune 15 and Fortune 100 companies, it, it doesn't get easier wherever you sit. But, but I'm always a believer that there's a trigger in every business that could be an external trigger, like what we've lived through the last 24, 30 months, or it could be an internal trigger that, that drives a transformation for a company or embarks in the beginning of a transformation that'll then just forever be continual. And I think when, when you look at those things that starts helping you define what the strategy is gonna be and what the overall company's mission and purpose is, as well as you think about empowering people you know, some companies, as you know, are mandating digital fluency and there's a difference between digital fluency and digital literacy. We, we were talking about that recently. And, and here what we're trying to do is get beyond literacy and drive fluency, right? But, it really happens with the organization. You gotta bring the people along, understand the strategy, and then have the right foundations to be able to do that.

(2:05) Text on screen: Focusing on talent and technology

(2:07) Venky: So Javier, how do you see talent and tech working together to achieve the Mondelēz vision?

(2:12) Javier: Yeah, there, there's a lot of dimensions to that. And I will tell you that, you



know, we win with our people. Our people are our greatest asset. And we invest in our people in many different ways and our people are critical to anything we change or anything we make. And, we firmly encourage our partners, whether it's Accenture or whether it's Google or whether it's Microsoft and many others, to bring the best that you have.

(2:37) Text on screen: Views on the CPG industry

(2:39) Venky: So Javier, how would you assess, CPG industry in terms of AI maturity compared to other industries?

(2:45) Javier: We're continuously doing industry sensing in that space and see how we match up to other CPG companies or fast moving consumer goods companies. But I think it's fair to say that the tech sector is still far ahead. But I would also say in the same breath that I think that the gap is narrowing and especially I think what's, what's helped us narrow that gap that that gap is companies really advancing their digital roadmaps in the digital plans, right? So I think, there's enormous room for growth in AI Adoption and AI Adoption across all industries.

(3:15) Text on screen: Watch the full interview to learn more about the AI journey at Mondelēz International

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