Nina Leigh Krueger named President, Nestlé Purina U.S.



ST. LOUIS, April 15, 2016 -- Nestlé Purina PetCare Company today announced that Chief Marketing Officer Nina Leigh Krueger has been promoted to President, Nestlé Purina, U.S., reporting to Joseph R. Sivewright, Chief Executive Officer.

“Nina Leigh has played a vital role in our Company’s exceptional results for more than two decades,” Sivewright said in making the announcement. “I’m confident her passion, track record of leadership and building businesses, and relentless commitment to Purina will lead to even greater success moving forward.”

In her new position, Krueger will assume additional operational responsibility for generating demand, including Sales, and Purina’s Market Development Organization, while retaining her existing responsibility for Purina’s Marketing Group, including Dog Food, Cat Food, Treats and Litter.

“I’m excited, humbled and very much looking forward to leading this tremendous Purina organization to even greater heights,” Krueger said.

Krueger joined Purina in 1993 as a Brand Management intern and served in a number of increasingly important marketing positions. She was instrumental in bringing innovation to market for a number of successful brands, including *Beneful*. In 2008, Krueger assumed responsibility for all Marketing in Golden Products, the Company’s litter business, changing the business’s direction by focusing on communications and innovation/renovation. In 2010, she was promoted to Vice President of Marketing, Golden Products, going on to lead innovative new product rollouts, including *Tidy Cats* LightWeight and *Tidy Cats* with Glade. Later in 2010, Krueger was called on to lead a successful integration of the Waggin’ Train acquisition and became President, Waggin Train. In 2015, Krueger was named Chief Marketing Officer, Nestlé Purina U.S.