

## **Gerald Mahinda joins Kellogg as MD - Sub-Saharan Africa**

Kellogg Asia Pacific has announced the appointment of Gerald Mahinda, who joined Kellogg as managing director - Sub-Saharan Africa on 1 February 2014.

Mahinda will work closely with the leadership of Kellogg's Mediterranean, Central Europe, Middle East and Africa businesses, to transition into the new Sub-Saharan leadership role. The North Africa business will remain under the leadership of Kellogg's EMEA.

Mahinda joins Kellogg from Diageo where he has spent 14 years in leadership roles and been instrumental in delivering transformational growth for Diageo in Africa. He has developed his career in Africa in various senior executive leadership roles spanning 20 different countries, with companies including AIG, Standard Chartered and as MD of East African Breweries, Brandhouse in South Africa and until recently MD of Diageo Africa Spirits Transformation.

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