



DAVID KLAVSONS
Kraft Foods, Inc.
VP of Field Customer Service & Logistics

David is currently serving as the Vice President of Field Customer Service & Logistics, US Kraft Foods, Inc. David joined Kraft/Nabisco in 1997. Before joining Nabisco, he spent 11 years with Frito-Lay in a variety of sales, marketing and logistics assignments.

David started with Nabisco as the North Area Director of Customer Logistics in the Nabisco Biscuit Company. During this assignment, David was primarily responsible for the development of logistics and ECR strategy and execution for the Northeastern US.

In January 1998, David was promoted to the position of Region Vice President, Metro Region. In this role, he was responsible for the development of the Biscuit DSD organization in the New York/New Jersey marketplace. Two years later in February 2000, David was appointed to the position of Region Vice President, Southern California. In this role, he was responsible for the development of the Nabisco Biscuit DSD business in the Los Angeles, San Diego, and Las Vegas marketplaces.

After a short year in Southern California, in January 2001, David was promoted to the position of Vice President, Sales Strategy and Integration. He was responsible for developing sales strategy and implementing the sales operating plan for the Nabisco Biscuit and Snacks Group of Kraft. He was also responsible for directing the transition and integration efforts of the Nabisco Biscuit and Snacks sales organization to Kraft Foods North America.

In February 2003, David was appointed to the position of Area Vice President, East Area, Nabisco Biscuit Division. He was responsible for DSD sales and logistics in the East, including Pittsburgh, New England, NY/NJ, Philadelphia and Baltimore/Washington marketplaces.

In 2006 David was named Area Vice President Retail Sales East for Kraft. He was responsible for all of Kraft retail execution in the East Area including Nabisco DSD, Pizza DSD and Warehouse Retail.

Shortly thereafter, David was named Vice President Sales Operations and Strategy where he developed and implemented the go to market strategy for Kraft's Wall to Wall retail organization. Wall to Wall is one of Kraft's four key strategies combining the power of DSD with the scale of the Kraft warehouse business.



In March 2008, David was promoted to Vice President Logistics Operations, US where he is now responsible for Kraft's transportation and distribution networks.

David and Lori have three sons, Augustine 15, Spencer 13, and Terrance 9. They currently reside in Lake Forest, Illinois. Lori is an accomplished interior designer and David is a graduate of Clarkson University.

