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MARS introduces a new member of the central european LEADERSHIP team

***Prague, January 10, 2019*** – **Mars, a leading global producer in the fast-moving consumer goods segment, introduced a new addition to its Central European leadership team. Brian Ayling is replacing Stéphanie Le Béchec as General Manager Mars Central Europe. Ms Le Béchec has moved on in her career development to the position of Regional Food President. Brian Ayling comes to the CE from the position of General Manager Mars South Africa. Mars demonstrates yet again that its strategy, grounded in the long-term support and development of its own talented employees, clearly pays off.**

In his new roleBrian Ayling will work with a team of almost 540 associates, as Mars calls its employees, on developing Mars’ business in Central Europe and will determine its strategy. “Our priority continues to be concentrating on quality and precision in all of our customer-directed activities. We will also focus on the internal development of our talented associates in the planning of new strategies,” he said.

Brian Ayling is an experienced leader. He joined Mars in 2001 as a marketing manager for Mars South Africa. He has since served the company for almost eighteen years in various roles and positions. From 2007 to 2010 he was Developing Categories Director, working on the development of Mars business in the Middle East. He then took on the leadership of a strong team which managed a region including over 70 markets in Africa and the Middle East, where he achieved excellent business results as Regional Managing Director. Brian also took part in developing the strategy for a new chewing gum factory construction project in Kenya and the highly successful Economics of Mutuality project, which earned international recognition. In 2015–2016 he managed one of Mars’ most critical projects in the South African region: consolidation of four business segments at Mars South Africa into a new business unit called Mars Multisales, which was successfully completed in 2016.

Brian now seeks to apply the vast experience he has gained over his long career at Mars to the leadership of the Central European region. “*I truly value the opportunity to continue building my career at Mars*,” said Ayling, adding: “*Mars is a family firm with a unique corporate culture that enables all associates to develop their skills across markets and focus areas. I – as well as Stéphanie and many of my other colleagues – bear testimony to this fact. I am very pleased to have the chance to gain new professional experience as part of the Central European leadership team, which is Mars Multisales’ strongest region, which proves that we have a fantastic team full of talented associates here.”*

Mars owns a broad portfolio of globally known brands such as Pedigree®, Whiskas®, M&M’s®, Snickers®, Uncle Ben’s® and Orbit®. Mars consistently takes top positions in prestigious global best workplace rankings such as Great Place to Work®.

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**Mars in the Czech Republic and Central Europe**

Mars entered the Czech market in 1992. Since 2016, the company has operated on the Czech market through Mars Multisales Central Europe, which connects the Czech, Slovak, Romanian and Hungarian markets. With 540 associates, the company currently operates in three categories: the confectionery segment (chocolate, gums and confections), food (sauces and rice) and pet food. In addition, Mars also operates two of its largest factories in the region. In Poříčí nad Sázavou in the Czech Republic, Mars operates one of the largest non-chocolate confections production facilities in the company’s entire portfolio as well as a confectionery product development centre. In Hungary, Mars operates a pet food plant in the Csongrád-Bokros region.

**About Mars, Incorporated**

Mars is a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love. With over $35 billion in sales, the company is a global business that produces some of the world’s best-loved brands: M&M's®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, PEDIGREE®, ROYAL CANIN®, WHISKAS®, EXTRA®, ORBIT®, 5 ™, SKITTLES®, UNCLE BEN'S®, MARS DRINKS and COCOAVIA®. Mars also provides veterinary health services that include BANFIELD® Pet Hospitals, Blue Pearl®, VCA® and Pet Partners™. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire its more than 100,000 Associates to create value for all its partners and deliver growth they are proud of every day.

You can find more information about the Mars company at [www.mars.com](http://www.mars.com/). Follow us on social media: Facebook, Twitter, LinkedIn, Instagram and YouTube.