**Media contact:** Name: Aneta Oščádalová

Agency: AMI Communications

Telephone: + 420 735 545 280 E-mail: aneta.oscadalova@amic.cz

**Daniela Hlaváčková returns from maternity leave as the Marketing Director at Mars**

***Prague, October 2*** – **Daniela Hlaváčková, the Marketing Director Central Europe for Mars Confectionery – Gum, Confections and Chocolate, is returning to her position after a fifteen-month break. Marta Gil was Ms. Hlaváčková’s proxy during her second maternity leave. Being one of six women in the leadership team, Daniela is a demonstration of how Mars embraces diversity and promotes work & life balance. The company regularly earns a top ranking in the prestigious European “Great Place To Work®” competition.**

Daniela is one of many examples illustrating Mars’ long-term support for personal development of its staff, creating growth opportunities all the way up to the top management. Daniela Hlaváčková started her career with Mars back in 2006 while still a university student, when she joined the company as a marketing assistant for the Uncle Ben‘s brand. Then she moved to the position of Brand Manager in the Chocolate segment where she was responsible among others for the biggest brands – Snickers and Twix. Two years later, in 2010, she became responsible for the entire Mars chocolate portfolio in the Czech and Slovak Republics. Following the Mars and Wrigley merger, she moved to Wrigley as the Group Brand Manager. Moreover, she was given the opportunity to expand her work experience in the United Kingdom, where she moved in 2012 to engage in a new project. After spending a full year in the UK, she decided to stay there and return to marketing. In her position of Strategy Manager for Chewing Gums she was able to use her previous experience in connection with planning new activities. After she was promoted to Confectionery Marketing Manager for the United Kingdom while leading the Skittles brand in Europe, it was obvious she would extend her stay in the UK once more.

In 2014, she decided to return to Prague, where she took her first maternity leave. One year later she felt it was the right time to resume her job, and was offered the position of Mars Marketing Director for Wrigley Czech and Slovak Republics; as of autumn 2015 she was in charge of the entire confectionery portfolio (gums, chocolate and other confections). In early 2016, an extensive merger of six divisions and three markets occurred which promoted Daniela to the position of Marketing Director for Mars Confectionery – Gum, Confections and Chocolate for Central Europe which covers markets in the Czech and Slovak Republics, Hungary and Romania. She began her second maternity leave in spring 2017 and is now returning to Mars to the same position.

Daniela is excellent proof that with the help of one’s employer, having a family and building a successful career is compatible. *“Thanks to Mars, I have never had to choose between my family and my job. At Mars I have the opportunity to have both at once and fully. I would hate to have to look for compromises in terms of which of the two I would find more fulfilling. Mars gives me the chance to balance my career with raising my two fantastic daughters. I can modify my work hours to my needs and I also take Fridays off, so I am fully enjoying motherhood.”*

Mars, which remains a family-owned company, celebrated its 25th anniversary on the Czech, Slovak and Hungarian markets last year. Mars rewards the loyalty of its associates, as the company calls its employees, by expanding and fulfilling each employee’s career potential*. “Mars continually gives me amazing opportunities to grow and develop alongside the chance to gain valuable experience from different segments, markets and positions. I am proud to be an associate of this company. Unceasing personal development is an important driver for me that keeps me involved in everyday tasks here”,* says Daniela, looking back at her career path to date.

Her inspiring journey from assistant to membership in the CE leadership team demonstrates that Mars clearly deserves its “Great Place To Work®” award and can also motivate people just entering the labour market and deciding on their first career moves.

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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 plan 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.

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