

ANURADHA CHUGH (PGP 1994-96)

With business expertise for 20 years in leading diverse businesses and brands, Ms. Anuradha Chugh has led the change agenda for some of the Unilever's flagship brands like Dove, Lipton and Ben & Jerry. She has worked strongly at international level and across complex business structures, including stand-alone acquisitions and Joint Ventures.



She has been growth driven, results focussed, entrepreneurial with strong team and influencing skills.

SPECIALITIES: End to End Business management, Brand Equity and Business Strategy, Leading Global Advertising and Communication, Leading Global Innovations, Consumer Insights and Market Research.

CURRENT EXPERIENCE :

Managing Director, Ben & Jerry's | April 2017 to present|

London Responsible for the end to end business of Ben & Jerry's in Europe. B&J is a separate business within the Unilever fold with its own independent Board and Directors, P&L and organizational structure. She lead the European expansion, which forms 37% of the total and accounts for a significant part of incremental growth and profit. B&Js is a values-led business where the primary objective is to be a force for good. Incidentally, B&Js make the best premium ice cream. As the Managing Director, her responsibility is to keep the purpose of doing good - 'linked prosperity' - at the heart of all the sourcing decisions and marketing decisions and in doing so, deliver sustainable high profitability year of year. A couple of examples of values-led decisions: only FairTrade ingredients are used and are leading edge on dairy practices; advocate and actively campaign for climate justice and social equity (systemic racism in US, supporting refugees in EU). She is part of the B&J Global Executive board, Steering Committee for European Benefit Corporation, Steering Committee for European FairTrade. She has a team of passionate activists, creative genius and crazy fans working for B&J in Europe; 17 direct reports in the countries in Europe and 10 cross functional regional reports in the central office in London.

PERSONAL Her husband, Rohit, and she has two kids and a dog. They enjoy travelling in Europe as well as going back to India to catch up with family & friends. She is fluent in English, elementary knowledge of Spanish and German. All four of the family members are British citizens as well as PIO (Persons of Indian Origin).