

Access to Experts



Perry Yeatman

Formerly: Senior Vice President, Corporate and Government Affairs and President
Kraft Foods Foundation
Chief Executive Officer
Perry Yeatman Global Partners
perry.yeatman@gmail.com

Perry Yeatman is a former SVP in Corporate and Government Affairs at Kraft Foods. She is also President of the Kraft Foods Foundation and an award-winning author. For the past 7 years, Perry has been a key advisor to Chairman and CEO, Irene Rosenfeld, leading Kraft's corporate communications, global community involvement and global public policy/government affairs. From multi-billion dollar deals (including the Cadbury acquisition) to spearheading Kraft Foods' first ever global week of service, Perry has successfully used the disciplines of Corporate and Government Affairs to drive the company's agenda, internally and externally, around the world. A 2012 recipient of The Holmes Report "Outstanding Individual Lifetime Achievement" award and voted one of the 100 most important in-house communicators in the world, Perry started her career on the agency side, spending nearly 15 years with leading communications firms including Shandwick and Burson-Marsteller. In 2000, Perry moved in-house as a Vice President of Corporate Affairs for Unilever in North America. There, in addition to Corporate Affairs, Perry also served on the HPC-NA management board and the Board of the Unilever US Foundation. Perry's Corporate Affairs expertise is further enhanced by her broad understanding and experience in international business. For most of the 1990s, Perry lived and worked overseas – based first in Singapore, then Russia and finally the UK. In her various roles, she has served not only as a senior corporate affairs and marketing communications counselor but also as a General Manager. In 2005, Perry was an adjunct professor at Quinnipiac University in Connecticut. There she taught courses on globalization, ethics and diversity. Outside of work, Perry co-authored the award winning book *Get Ahead by Going Abroad*; blogs for The Huffington Post and is an active advocate for women and girls.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

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