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Ivan Pollard is the Center Leader, Marketing & Communications at The Conference Board. Previously, he served as an Advisory Board Member in the Marketing Institute in the Marketing & Communications Center at The Conference Board. Ivan was the Chief Marketing Officer at General Mills, responsible for building global marketing philosophies and practices that bring the company's powerful portfolio of brands into modern life in ways that disproportionately grow the business.

Ivan joined General Mills in 2017 after spending seven years at The Coca-Cola Company as VP of global connections and then SVP of strategic marketing, North America. Ivan's prior experiences include more than 25 years in communications planning in agencies such as BMP, DDB Needham, and Wieden+Kennedy, and he was a global partner at Naked Communications, the world's largest connections planning company.

Over the span of his agency career, Ivan has worked for large, global clients such as NIKE, Microsoft, Adidas, Vodafone, Sony, Coca-Cola, 20th Century Fox, and Lucasfilm. A native of the UK, Ivan graduated from Nottingham University with a BSc in Physics.