

# SILVIA DAVILA



## **PRESIDENT LATIN AMERICA**

*(Effective after the information - consultation process)*

Currently SVP, Essential Dairy & Plant Based Latin America and Zone Study Leader Latin America.

Born in 1970 in Mexico

**Function:** President Latin America

**Arrived at Danone:** 2017

## **Personal background – experience and expertise**

Silvia was born in 1970 in Mexico. She graduated in Marketing from Unitec (Mexico); she holds a Master in Business Economics from ITESM (Mexico).

She started her career in 1989 as Marketing Coordinator within McDonald's Mexico before joining Procter & Gamble in 1992 where she grew in the Marketing function, from Brand Assistant to Regional Marketing Director.

For one year (2003), she has served as Professor, Strategic Marketing Planning at Tecnológico de Monterrey.

In 2004 she joined Mars Mexico as Senior Marketing Director before being promoted General Manager Chocolate in 2007, and General Manager Pet & Global Brand Strategic Leader in 2010.

In 2014 Silvia moved to Belgium as Vice President and Chief Marketing Officer for Global Food, to manage 12 global brands, leading their strategic development, planning cycle and brand evolution.

Silvia joined Danone in October 2017 as Senior Vice-President Essential Dairy and Plant Based Latin America.