



INRI MOUCHETTE

CHIEF GROWTH & MARKETING OFFICER ENTERPRISE TRANSFORMATION & P&L LEADER

Inri Mouchette is a Chief Growth & Marketing Officer with a track record of transforming consumer businesses to deliver accelerated revenue growth, margin expansion, and enterprise-wide operating discipline. She has led large-scale change across Fortune 500 companies and privately held organizations, combining brand, commercial, and digital capabilities under unified P&L leadership.

At World's Finest Chocolate, Inri Mouchette was recruited by the CEO to consolidate growth across fundraising and retail into a unified enterprise model, now holding full P&L accountability across both revenue streams and leading a 25-person Growth Office alongside a 200-person Fundraising Sales organization. She drove a full business reset spanning master-brand relaunch, portfolio and pricing architecture redesign, and retail commercial restructuring, delivering +10-point margin expansion and \$4.5 million in incremental profit. In parallel, she stood up the company's first integrated operating model, including a three-year strategic plan, enterprise OKRs, and Integrated Business Planning, while leading a digital transformation that modernized the customer experience and contributed to +\$11 million in incremental year-over-year revenue growth.

Prior to this, at The Campbell Soup Company, Inri led the turnaround of an \$800 million beverage portfolio, repositioning the business for growth and delivering +15% revenue in priority segments through brand modernization and innovation.

As Vice President & Head of Innovation for Campbell's \$4 billion division, she built and scaled the enterprise innovation engine, creating a \$450 million pipeline and embedding disciplined portfolio management and governance.

At The Hershey Company, she founded and led an internal incubator to build disruptive direct-to-consumer brands, while also driving growth across a \$700 million confectionery portfolio through repositioning and innovation.

She began her career at Kraft Foods, managing a \$600 million beverage portfolio and building foundational expertise across brand, commercial, and financial strategy.

Inri is known for building high-performing teams, instituting disciplined operating models, and translating strategy into measurable business outcomes.

She holds an MBA from Fordham University's Gabelli School of Business and a BS in International Business from Marist College.