

Jon Halvorson joined Mondelēz International in 2017. In his current capacity, he is responsible for creative agency relationships, A&C optimization, working media investments, data strategy and digital marketing across the company's amazing portfolio of brands including OREO, SPK, Ritz, Cadbury, Milka and Trident. Significant accomplishments include the acceleration of MDLZ's media ROI, building the company's agency network strategy and development of MDLZ's digital infrastructure.

Outside of MDLZ, Jon is an active philanthropist and committed to serving the community. He is an alum and proud board member of Haymakers For Hope, an organization that uses amateur boxing to raise awareness and money to fight cancer. In 2019, Jon was inducted into AAF's Advertising Hall of Achievement and awarded the Jack Avrett Spirit Award for outstanding community service.