Artificial intelligence drives differentiation at Mondelēz International

It strengthens financial performance

And it’s already reshaping enterprises that are ready to embrace change

How Mondelēz International uses Data and AI to transform their business

(0:17) Text on screen: Venky Rao, Senior Managing Director, North America Consumer Goods & Services Industry Lead, Accenture

Venky: What was the impetus for Mondelēz to becoming more of a data driven data led company?

(0:21) Text on screen: Javier Polit, Chief Information and Digital Officer at Mondelēz International

Javier: I think it all starts with our goal at Mondelēz International is to be the leader of snacking. And, we need an even stronger growth strategy to keep up with the pace, and even influence, our consumer demand and our consumer behavior. So we really started to focus on a relentless consumer centrality in making certain that we started to aggregate 360 degree insights of, our consumers. And the time was right because we had been preparing from a business perspective and also from a technology perspective. We had the right foundation in place.

(2:05) Text on screen: Focusing on talent and technology

(2:07) Venky: So Javier, how do you see talent and tech working together to achieve the Mondelēz vision?

(2:12) Javier: Yeah, there, there’s a lot of dimensions to that. And I will tell you that, you
know, we win with our people. Our people are our greatest asset. And we invest in our people in many different ways and our people are critical to anything we change or anything we make. And, we firmly encourage our partners, whether it's Accenture or whether it's Google or whether it's Microsoft and many others, to bring the best that you have.

(2:37) Text on screen: Views on the CPG industry

(2:39) Venky: So Javier, how would you assess, CPG industry in terms of AI maturity compared to other industries?

(2:45) Javier: We're continuously doing industry sensing in that space and see how we match up to other CPG companies or fast moving consumer goods companies. But I think it's fair to say that the tech sector is still far ahead. But I would also say in the same breath that I think that the gap is narrowing and especially I think what's, what's helped us narrow that gap that that gap is companies really advancing their digital roadmaps in the digital plans, right? So I think, there's enormous room for growth in AI Adoption and AI Adoption across all industries.

(3:15) Text on screen: Watch the full interview to learn more about the AI journey at Mondelēz International

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