

# Geoff Whyte quits Cadbury

Following the takeover of Cadbury by Kraft Foods, Geoff Whyte, commercial director Cadbury Africa, Middle East, has announced that he will be leaving the company at the end of April 2010. He cites travelling as the main factor.



Geoff Whyte

“The decision to leave Cadbury was a difficult one, but accepting a role in Kraft's regional structure would have meant relocating to Europe or travelling two to three weeks a month from South Africa. In the end, that was the deciding factor for me. I want to live and work in South Africa, which despite its problems, continues to inspire me every day,” he said in a press statement yesterday Wednesday 28 April 2010.

“I'm delighted that Mike Middleton will be picking up the marketing reins of the South African business - I can think of no-one better to take on this challenging role. I'm also heartened to know that the new Kraft/Cadbury organisation in Sub Saharan Africa will be led by Lawrence MacDougall. Lawrence is an outstanding leader and the reason I joined Cadbury four years ago. I wish him, Mike and the new organisation every future success”.

## Marketing successes

Whyte, who joined Cadbury in 2006 as group marketing director, is credited with leading a renaissance that saw the company become a driving force in South African marketing. During his tenure, the company set successive all-time market share highs in every category in which they operate - chocolate, candy and chewing gum.

His focus on marketing fundamentals saw the company's flagship Dairy Milk brand grow its market share by 10%, hitting an all time high in 2009. Under his tenure, it also took market leadership from Nestle in the ultra competitive countlines market with brand innovation, renovation and award winning advertising on brands including Lunch Bar, Tempo and Flake. Cadbury now leads Nestle in this segment of the market by a substantial margin.

He is also widely recognised as the driving force behind the democratisation of the South African chocolate market through the introduction of a smaller, more affordable range of its best-loved brands. This created a completely new market for

chocolate and helped it significantly extend its position as the leading local brand.

Whyte was promoted to commercial director for Africa, Middle East in 2008 where he applied the same approach in territories across this region. Recent successes included the multi market rollout of South African chocolate bar P.S. to a number of countries across North Africa and the Arabian Gulf and the repositioning of the giant Bournvita and Tom-Tom brands in Nigeria.

His achievements were recognised in 2009, when he was voted Sunday Times 'Marketer of the Year' by a panel of his peers.

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