



Nestlé

Good Food, Good Life



NESTLÉ USA

800 N. BRAND BLVD. • GLENDALE, CALIF. 91203 • TEL (818) 549-6000 • NESTLEUSA.COM

FRANK HIGGINS

PRESIDENT

NESTLÉ WALMART TEAM



In June of 2009 Frank Higgins was appointed to lead the newly created Nestlé Walmart team as President – Nestlé Walmart Team. In this role he is the single Walmart point of contact for all Nestlé companies in the U.S.: Nestlé Nutrition, Nestlé Professional, Nestlé Purina, Nestlé USA and Nestlé Waters.

Frank began his career with the Carnation Company in 1984 in the Marketing Management Development Program. He completed sales training and held marketing positions in the Ice Cream and FoodServices Divisions of Carnation. In 1987, Frank joined a new business development unit that eventually became the Nutrition Division. In this role, he was a key player in the launch and development of the U.S. infant formula business from 1988 - 1994.

In 1995, Frank left Nestlé to join PowerBar as Vice President of Sales and Marketing. In 1999, Frank and his family relocated to Vevey, Switzerland, where he rejoined Nestlé as Assistant Vice President of Nestlé S.A.'s Nutrition Strategic Business Division, focusing on performance nutrition worldwide.

After Nestlé's purchase of PowerBar in 2000, Frank and his family returned to Nestlé USA where he served as Vice President and General Manager of PowerBar through 2000. In 2001, Frank became Vice President of the Confections & Snacks Division. Frank was promoted to Vice President and General Manager of Emerging Markets in 2005. In 2008 Frank was promoted to lead two divisions of Nestlé USA as President of Nestlé Confections & Snacks and Emerging Markets Divisions. He led the strategic vision and direction for both businesses.

Frank has a Bachelor of Science in Marketing from San Diego State University and a Master of Business Administration in Corporate Finance from the University of Southern California.

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Named one of “America’s Most Admired Food Companies” in *Fortune* magazine for the twelfth consecutive year, Nestlé USA provides quality brands and products that bring flavor to life every day. From nutritious meals with LEAN CUISINE® to baking traditions with NESTLÉ® TOLL HOUSE®, Nestlé USA makes delicious, convenient, and nutritious food and beverage products that enrich the very experience of life itself. That’s what “Nestlé. Good Food, Good Life” is all about. Well-known Nestlé brands include: NESTLÉ® TOLL HOUSE®, NESTLÉ® NESQUIK®, NESTLÉ® COFFEE-MATE®, STOUFFER’S®, LEAN CUISINE®, HOT POCKETS® and LEAN POCKETS® brand sandwiches, NESCAFÉ®, NESCAFÉ® TASTER’S CHOICE®, NESTLÉ® JUICY JUICE®, BUITONI®, DREYER’S/EDY’S®, NESTLÉ® CRUNCH®, NESTLÉ® BUTTERFINGER®, and WONKA®. Nestlé USA, with 2008 sales of \$10 billion, is part of Nestlé S.A. in Vevey, Switzerland — the world’s largest food company with a commitment to Nutrition, Health & Wellness — with 2008 sales of \$101 billion. For product news and information, visit Nestleusa.com or NestleNewsroom.com.