

Irene Rosenfeld - CEO of Kraft Foods Inc

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ID Lecturer CEO Paper - Irene Rosenfeld Irene Rosenfeld is the CEO of Kraft Foods Inc. By ethni she is Jewish and is married with two daughters. She is the current Chairwoman of Kraft Foods as well. Kraft Foods Inc. is the largest confectionery, beverage and food corporation which is based in the United States. It has brands which are marketed over 155 different countries. Nearly 40 of its brands are as old as a century. It is an independent public company which is listed on the New York Stock Exchange. Its annual revenues are around US\$49. 207 billion, as 2010 figures depict. Irene Rosenfeld completed her PhD from Cornell University in 1980. Earlier, she did her MBA from the same university in Marketing and Statistics. She has a BA in Psychology as well. Irene Rosenfeld is a name to reckon with as far as the working terrains of Kraft Foods are concerned (Waller & Freaan, 2010). She has shown time and again how she can muter up confidence within her company and thus win favors from the stakeholders and end consumers. It is for this reason that in 2009 she was able to earn total compensation from Kraft Foods which were above US\$26 million. Forbes listed Irene Rosenfeld as being 2nd of the 10 most powerful women in the world. This was in 2010. In 2009 however, she was ranked 6th on the same list. In 2008, Irene Rosenfeld was ranked as 6th on the Wall Street Journal's 50 ' Women to Watch' list (Appold, 1998). As far as her leadership is concerned, the ones working with her believe that she is independent of ego when it comes to the manifestation of her work. She is one of several women who have been able to break the glass ceiling on a number of occasions. It would not be wrong to suggest here that she has reached the pinnacle of US corporate life now, a dream that many women of her age can only fathom (Harris, 2010). The ones who work with her are of the view that there is inner steel within her repertoire and this is <https://assignbuster.com/irene-rosenfeld-ceo-of-kraft-foods-inc/>

the reason that she is the most sought after names within the corporate world today. Her smart decisions, clear thinking regimes and decisive attitude give her the edge over other women who are present within the corporate world in this day and age. I believe that Irene Rosenfeld is one of the smartest persons around when there is the essential talk of bringing in revenues and upping Kraft Foods as one of the leading food brands in the world. It takes a special effort to turn things around and this has been the case with Irene Rosenfeld ever since she started working. I am sure that she is a devoted person who is an involved family member as well. She has always aimed for a complete work-life balance, which in the current times can become very difficult. Irene Rosenfeld has focused on giving priority to work as well as her family, as and when the need has arisen. References Appold, S., 1998. The Employment of Women Managers and Professionals in an Emerging Economy: Gender Inequality as an Organizational Practice. *Administrative Science Quarterly*, 43 Harris, P., 2010. Irene Rosenfeld: She certainly takes the biscuit. Found Online at: <http://www.guardian.co.uk/theobserver/2010/jan/24/profile-irene-rosenfeld-cadbury-kraft> Waller, M. & Freaan, A., 2010. Big shot of the week: Irene Rosenfeld of Kraft. Found Online at: http://business.timesonline.co.uk/tol/business/movers_and_makers/article6999118. ece