

Food for thought - and results.

The world's best brands and sales opportunities are with Kellogg Company.

Grey Valenta,
Director of Sales, Southeastern U.S.

"Uncommonly good" – that's how Grey Valenta feels about working for Keebler. "The elfin mentality of helping out and relying on others to get things done is engrained in our corporate culture."

"I've got quite a few sales and merchandising people relying on me. As Director of Sales for the southeastern U.S., I direct 600 employees and provide strategic vision for sales of all Keebler products for mass merchandisers like Wal-Mart."

Grey's been able to bring his creative ideas to life to help grow the Keebler business. "My account manager and I designed and implemented an elaborate 'Get a Kick out of Keebler' promotion. There was no cumbersome approval process. That's just the way it is here at Keebler. If you have something you want to do, whether it's for a product promotion, a customer, or your career, not a lot of things get in the way."

"The 'Get a Kick out of Keebler' promotion was a lot of fun and a big success. We used Town House® Crackers and Chips Deluxe® Cookies in the promotion, and six consumers won tickets to a D.C. United Soccer game where they had the chance to win a car. We also sponsored community soccer clinics hosted by the D.C. United Soccer Team. It really got a lot of people involved. And Keebler saw a 65% increase in sales of the brands involved in the promotion and a 40% increase in display sales."

At Keebler, Grey's running a \$350 million business and making an impact. "The ability to influence and make decisions is directly related to your willingness and desire to succeed. You can make things happen here."

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Do you watch what you eat? Greg does.



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Greg Billings,
Manager of Finance - Morning Foods Business Unit

From toaster pastries to cereal, if it gets eaten in the morning, Greg knows about it. And knows how to ensure Kellogg is making the right financial decisions on the data he and his team discover.

At Kellogg, Greg applies what he knows to a broad business scope. "At some companies, the roles are very narrow. But at Kellogg, you get a good overview of corporate finance and have the chance to move among various positions."

As a Manager of Finance, Greg helps determine what's driving the business. He reviews Convenience Morning Foods consumption – cereals, *Pop-Tarts*®, just to name a few – and then reports weekly findings to members of senior leadership and product brand managers. As part of the Morning Foods Finance Team, he also assesses gross sales through mix analysis, prepares annual forecasting at the brand level, and creates budgets.

"I perform many daily contributions, but some of the things I'm most proud of are innovations of a bigger scope. I developed a Free Cash Flow Model that is now used corporate-wide. My spreadsheet model was accepted by Senior and Regional Management, and the Free Cash Flow Model has increased our free cash flow by 20% from 1999 to 2000."

"At Kellogg, you have the opportunity to make individual contributions. You can take the initiative and be proactive, taking on as much responsibility as you can handle. It's a great place for career-minded individuals."

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Cutting-edge ideas for cutting costs.

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Partha Ghosh, Customer Logistics Manager

After just two years at Kellogg, Partha Ghosh is in a position to impact change. "As a Customer Logistics Manager, I'm a liaison between Kellogg and key customers like Wal-Mart. I manage relationships from a supply chain perspective, making sure shipments are accurate and reducing costs along the way."

"I've gotten great exposure within Kellogg and the entire industry because of my innovations for Wal-Mart. My team and I supplied Wal-Mart with cutting-edge research about cost-saving display-ready cases. Because we provided them with exceptional service, sales results and growth, Wal-Mart named Kellogg '1999 Supplier of the Year'."

When Partha spots an opportunity for innovation, he jumps on it. "When I was visiting a customer warehouse, I was struck by the outdated pencil and paper method of auditing inbound shipments. I thought a form on an electronic hand-held device could improve the auditing process. I sold the idea to my boss, changes were made, and we've had great results. From the information gathered, we've been able to streamline our customers' workflow by using different loading techniques."

Partha has found satisfaction in contributing to change. "At Kellogg, change is viewed positively. And the opportunity to drive change has never been better. You've really got the freedom to be creative, take initiatives and make an impact."

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