



**Alexandre (Alex) Zigliara** is the CEO of MrBeast Feastables. Alex joined forces with Jimmy Donaldson (aka MrBeast — the #1 creator and influencer on the planet, and an entrepreneur) in October 2023 to lead the global expansion of his snacking company, Feastables. In 2023 and 2024, Feastables was the fastest-growing CPG brand in the U.S.

Prior to his current role, Alex served as CEO of Clif Bar & Company (part of the Mondelēz International portfolio). He was appointed to this leadership role in January 2023, after successfully leading the initial phase of Clif Bar's integration into Mondelēz following its acquisition in August 2022. In this position, Alex was responsible for overall management and leadership across all areas of the Clif Bar business, including Sales, Marketing, Finance, Supply Chain, and Human Resources.

While at Mondelēz, Alex also held the role of Senior Vice President, Growth Channels, within the U.S. Commercial team. He was responsible for driving growth across the Drug, Value, Club, and Away-From-Home channels — including Convenience Retail, Foodservice, Vending, Natural Grocery, and Specialty Growth Markets — for the U.S. snacking portfolio.

Before joining Mondelēz in 2021, Alex spent more than two decades with The Coca-Cola Company, where he held roles of increasing responsibility across North America, Europe, and global markets. From 2019 to 2021, he served as President, Italy & Albania, leading a significant transformation of the Italian business — a top-15 global market for Coca-Cola. Prior to that, Alex held various general management and commercial leadership roles at Coca-Cola, including Global Vice President of Restaurant Brands International (RBI), Vice President and General Manager of Walmart U.S., Vice President of Bottling Operations for the U.S. Pacific Northwest, and Vice President of Strategy, Planning & Commercial U.S.

Alex is an inspirational and passionate leader who brings that same energy and winning spirit to everything he does. He is a firm believer that "winning is a team sport," and is dedicated to supporting and developing people and teams to think bigger, bolder, and more innovatively every day.

Alex pursued his academic studies in his native France, earning an Economics degree from the Lycée de Vernon and a Master of Business Administration from Tours Business School. He also completed Executive Leadership Programs at Columbia University and the Wharton School of the University of Pennsylvania.

Alex holds dual U.S. and French citizenship, and is fluent in English, French, Italian, and Spanish. He has a deep passion for travel and discovering new cultures — a pursuit that has taken him to over 40 countries across five continents. He is a proud father of four and currently resides in Atlanta, Georgia.