

An Interview with B. Bonin Bough

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“We see eMarketer as a partner that continues to help us understand where the industry is going and what we should be thinking about”



—B. Bonin Bough

Chief Media and eCommerce Officer at Mondelez International

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B. Bonin Bough is responsible for leading the company’s digital, TV, print and outdoor media strategies and for developing partnerships and internal capabilities that support those strategies. In this role, Bough spearheaded Mobile Futures, a first-of-its-kind program that partners Mondelez brands with mobile startups. He has also played an integral role within the brand teams that devised the Oreo Daily Twist program, Oreo Super Bowl commercial and real-time activations.

Prior to joining Mondelez, Bough worked at PepsiCo where he managed company-wide digital strategy and the implementation of social media tools across PepsiCo’s portfolio of food and beverage brands. He was instrumental in integrating digital media into PepsiCo’s overall brand vision and growth strategy which helped it become recognized by Fast Company in its 2011 “Most Innovative Companies” issue. He is credited with bringing PepsiCo to SxSW and helping launch the PepsiCo10 and Pepsi Refresh programs, as well as creating Gatorade Mission Control and the Women’s Inspiration Network.

Bough also served as the Executive Vice President and Director of Weber Shandwick’s global interactive, social and emerging media practice, leading a global team of more than 100 people. He coordinated programming for clients that included MasterCard, the Federation of Colombian Coffee Growers, BestBuy and Electrolux.

Bough’s achievements placed him on Fortune’s 2011 “40 under 40”, Fast Company’s 2011 100 Most Creative People in Business, Ebony’s Power 100 and The Internationalist’s 2012 Internationalists of the Year. In 2013, he was inducted into the American Advertising Federation’s Advertising Hall of Achievement. He has racked up numerous awards including a Webby, Stevie, Golden Pencil, Sabre, Big Apple, Com Arts and SXSW Viewer’s Choice for MrPicassoHead.com.

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