



Christina Lawrence (christina.lawrence@nestle.purina.com)

VP/Managing Director, Shopper Marketing

Nestle Purina PetCare

Christina serves as VP/Managing Director of Shopper Marketing at Nestle Purina PetCare, leading a team that develops marketing programs to grow the pet care category in partnership with key retailers. With a background in Consumer Marketing, and passion for team building, process improvement, and innovation, Christina's Nestle career spans 21 years, working in the Petcare and Infant Nutrition divisions across the US, Japan, Australia and Canada. Her most recent position prior to this one was VP/Country Business Manager for Nestle Infant Nutrition, Canada, where she led the Canadian infant business through a time of significant change. Prior to that she was VP/Head of Corporate Affairs, Gerber US, leading internal and external communications, Medical Advocacy & Public Policy, and external partnerships aimed at advancing understanding of Early Childhood Nutrition.

Christina holds a Masters of Business Administration from the Darden Graduate School of Business Administration at the University of Virginia, and a Bachelor of Arts in Economics and History from Duke University. She is also a graduate of Leadership St. Louis, class of 2017.

Christina lives in Clayton, MO, with her husband, Bryan, their two children, Tommy and Anna, and their dog, Jefferson. She is a member of the Spirit of St. Louis Women's Fund, serving on the Grant Committee in 2017, and a member of the Nestle Purina Diversity & Inclusion Council. In her free time she enjoys cycling, tennis, gardening, and spending time with her family.

Christina was raised in New York and California, and has had a lifelong interest in learning about and engaging with cultural diversity. Her father immigrated to the US from India at the age of 17, which significantly influenced her attitudes. She is very close to her Indian family, has traveled to India numerous times starting at the age of 5, and studied Hindi and Indian history in college. Moreover, Christina's husband, was raised in Belgium, and her children were born in Japan and Australia. These factors all continue to influence her deep appreciation of diversity in society, and her desire to help immigrants create a happy and productive life in the United States.