



Campbell Appoints Camille Pierce as Chief Culture Officer

September 17, 2020

Pierce to Lead Campbell's Inclusion and Diversity Strategy

CAMDEN, N.J.--(BUSINESS WIRE)--Sep. 17, 2020--

Campbell Soup Company (NYSE:CPB) appointed Camille Pierce as Vice President and Chief Culture Officer, effective Oct. 26, 2020. In this newly created role, Pierce will lead Campbell's enterprise-wide inclusion and diversity (I&D) strategy, working across the organization to build a winning team and culture, and aligning the company's I&D goals with business outcomes. She will become a member of the Campbell Leadership Team.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20200917005881/en/>



Campbell appoints Camille Pierce as Chief Culture Officer (Photo: Business Wire)

Mark Clouse, Campbell's President and Chief Executive Officer, said "We're approaching inclusion and diversity and culture change in a comprehensive and systemic way, by making it a company-wide priority supported by an integrated plan with measurable goals and a multi-year approach. Camille's leadership and expertise will add tremendous value to our team, and she will be critical in our ongoing progress to build an inclusive and winning culture."

Pierce, 47, will report to Xavier Boza, Campbell's Executive Vice President and Chief Human Resources Officer, and to Clouse.

Pierce joins Campbell from Whirlpool Corporation, where she most recently served as Senior Director of Global Inclusion & Diversity. During her time at Whirlpool, the company was named a Noteworthy Company for Diversity & Inclusion by DiversityInc and appeared on multiple indices including the Diversity Best Practices Inclusion Index, the Human Rights Campaign's Corporate Equality Index and the American Association of People with Disabilities Disability Equality Index. In 2019, Pierce was recognized by Black Enterprise Magazine as a Top Executive in Diversity & Inclusion.

Previously, Pierce spent 20 years at Procter & Gamble (P&G), where she held marketing and human resources roles, most recently in Global Learning and Leadership Development where she led P&G's global leadership development academy. Pierce supported various functions in North and Latin America during her two decades at P&G.

Pierce graduated from Florida A&M University with a B.S. in Business Administration and an MBA in Marketing. She is a 27-year member of Delta Sigma Theta Sorority, Incorporated, a private, not-for-profit organization whose purpose is to provide assistance and support through established programs in local communities throughout the world. Pierce also serves as Chairwoman of the Leadership Accelerator, a premier professional development program to engage, empower, and develop the next generation of leaders in Michigan's Great Southwest, and is a member of the Women's Business Center Advisory Council, a group comprised of business and financial professionals who are responsible for strategic guidance, technical assistance, and advocacy for the Small Business Services at the Cornerstone Alliance.

Building a winning team and culture is a core component of Campbell's strategic plan, with a focus on creating an inclusive and diverse

environment for all employees. The company recently introduced an actionable I&D strategy focused on the standardization of key business processes and increased learning opportunities; advocacy for ally networks and communities; and transparency and accountability. As part of this work, Campbell has committed \$1.5 million in financial support over three years to nonprofit organizations to raise awareness, advance education and fight racism and discrimination.

About Campbell Soup Company

Campbell (NYSE:CPB) is driven and inspired by our purpose, "Real food that matters for life's moments." For generations, people have trusted Campbell to provide authentic, flavorful and affordable snacks, soups and simple meals, and beverages. Founded in 1869, Campbell has a heritage of giving back and acting as a good steward of the planet's natural resources. The company is a member of the Standard and Poor's 500 and the FTSE4Good Index. For more information, visit www.campbellsoupcompany.com or follow company news on Twitter via @CampbellSoupCo.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20200917005881/en/): <https://www.businesswire.com/news/home/20200917005881/en/>

Investors:

Rebecca Gardy

(856) 342-6081

Rebecca_Gardy@campbells.com

Media:

Thomas Hushen

(856) 342-5227

Thomas_Hushen@campbells.com

Source: Campbell Soup Company