

## Patricia Corsi

### Head of Strategic Marketing, Digital & Information Technology at Consumer Health



Patricia joined Consumer Health in January 2019 as Head of Strategic Marketing, Digital & Information Technology. She brings with her over twenty years of international brand-building and digital experience in the consumer goods industry.

She will also represent CH on the Bayer Digital Transformation Board. Patricia's experience applying digital in Marketing and Sales, using consumer insight-driven innovation and translating technology and science into consumer benefits, make her well suited to modernizing our Marketing and Sales approach.

The heads of the Global Category Business Units, Net Revenue Management, Digital, Customer Excellence and Consumer & Marketing Excellence report directly to Patricia.

Prior to joining Bayer, Patricia was Chief Marketing Officer at Heineken Mexico – their largest operating company – from 2016-2018. Before Heineken, she held leadership roles in different country and Global Category organizations at Unilever, latterly as Marketing Vice President and Board Member in the UK & Ireland. She has also worked at Kraft in Latin America, Johnson & Johnson and Sony Music.

Patricia was born in Sao Paulo, Brazil, and holds a degree Marketing & Advertising as well as a post-graduate degree in Business Management. She lives with her husband and son in Basel, Switzerland.