

“Competence, creativity, resourcefulness, perceiving the crux of the matter. These things impress senior executives.”



## DONNA M. MASCOLO

Donna M. Mascolo is a multi-faceted senior financial executive possessing broad-based general management skills and significant global experience within several Fortune 25 companies.

Ms. Mascolo began her career with MidLantic Banks, Inc., where her advancement into management set a corporate record. After her graduate work, Ms. Mascolo rose to executive positions with Bell Labs, Exxon and the Burger King Corp. Focusing on functional areas spanning finance, turnaround processes and re-engineering, she established critical parameters for international market penetrations in those assignments.

Ms. Mascolo's achievements in the financial leadership arena led to senior assignments with Eckerd Drugs, PepsiCo (KFC Int'l), Flagstar (Advantica) and Pillsbury. As CFO within PepsiCo's KFC International organization, her diverse general management background resulted in overall accountabilities for Europe, Latin America and the Caribbean. Ms. Mascolo's success led to her recruitment to Flagstar (later renamed Advantica) to assist in its turnaround. From Flagstar, she was recruited to Pillsbury to head up the combined areas of Business Development (M&A) and Planning & Development for the \$7 billion-plus subsidiary of Diageo.

### INDUSTRY EXPERTISE

Financial Services, Technology, Retail, Service Provider

### CORPORATE BACKGROUND

VP, Finance and CFO Latin America/Carribbean, KFC International (PepsiCo); CFO Europe, Africa, Middle East, KFC International (PepsiCo); VP and Corporate Controller, Advantica; VP, Corporate Planning and Business Development, The Pillsbury Co. Diageo; Director Planning and Analysis, Eckerd Drugs; Business Planning Advisor, Exxon Corp.

### EDUCATION

MBA, Lehigh University; BA/Mathematics and Economics, Susquehanna University

### LANGUAGES

English, Spanish, Portuguese

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