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Todd C. Brown (June 12, 1949-)

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Food marketing and banking executive

Todd C. Brown is an outstanding corporate marketing executive who made his reputation with Kraft Foods of North America. He held several positions over a twenty year span, which finally culminated with an Executive Vice Presidency of the company and President of Kraft's E-Commerce Division. Brown's fields of expertise cover executive and operations management, new business and product development, sales leadership, branding and customer relationship management. In 2003, Brown made a career transition to the community banking business and became Vice Chairman of ShoreBank Corporation, Chairman of the Board of Directors of ShoreBank in Chicago, and Chairman of the Board of Directors of ShoreBank Cleveland.

Todd C. Brown has had three successful careers—one in higher education, another in marketing, and one in community banking. A native of Rahway, New Jersey, Brown was born on June 12, 1949. He graduated from Colgate University in 1971 with a baccalaureate degree in sociology and completed a master's degree in higher education administration from Columbia University in 1974. Brown began his early career serving in various positions in the New Jersey education system which led to jobs in higher education, including the Assistant Dean of Students at Colgate University and Director of Student Services at The Wharton Graduate School at the University of Pennsylvania.

Brown completed his Master of Business Administration degree (MBA) at the Wharton Graduate School in 1980 and made the transition to the business sector that same year, when he became the Assistant Product Manager for the Meals Division with General Foods. General Foods was later purchased by Kraft Foods, a subsidiary of the

Philip Morris Companies, Inc. Both companies are a part of the Altria Group, which enjoys Fortune 500 status. Brown left Kraft from 1982-1985 to become Vice President of Marketing for SSA, Inc., a direct marketing firm.

When Brown returned to Kraft, he continued to achieve increasing levels of executive managerial responsibilities. In 1998, Brown was promoted from Executive President of Kraft Foods and General Manager of the Beverage and Desserts Division to Executive Vice President of Kraft Food Services Division. In that position, he supervised the manufacturing and distribution of Kraft Food Services to hotels, restaurants, hospitals, schools and other markets.

Brown was employed with the Kraft Foods for twenty three years, while being promoted to high profile positions, including two executive vice president appointments. At the time of his retirement in June 2003, Brown was the executive Vice President of Kraft Foods North America, as well as the President of its E-Commerce Division, making him one of a few African Americans executives to attain such prominence in the food services business. According to Brown, the e-commerce website was the “internet market leader in consumer package goods.” Under his leadership, the website integrated internet marketing with the launch of *Kraft Food & Family Magazine*, a free innovative publication, distributed in print and electronic versions. The print version is sometimes distributed Sunday newspapers, but individual customers can also subscribe to it via the Kraft website. The online edition (www.kraftfoods.com/kf/FoodandFamily) encourages customers to sign-up for free recipes and menus.

Demonstrating a life long commitment to mentoring, Brown has used his leadership skills and knowledge to help others, especially young people. He has actively

participated with Operation Opportunity, a General Foods sponsored program focused on encouraging high school students to seek summer employment. Among his many accomplishments at the food mega-corporation was the implementation of the Kraft's African American Council, a development effort and network charged with recruiting, retaining, and advancing African American executives employed by Kraft Foods.

In August 2003, Todd C. Brown launched a new career in the banking business, when he accepted executive positions with ShoreBank Corporation, a \$1.4 billion asset financial institution, specializing in community and environmental banking. Shorebank supports the community growth and revitalization by implementing and promoting financial and informational services. Brown supervises the company's marketing campaign and branding initiatives. His job includes building Shorebank's customer base, attracting new deposits, broadening the company's loan portfolio, and expanding its branches. Brown will also endeavor to open new services to financially stressed communities.

He currently sits on the boards of ADVO, Inc., JohnsonDiversey, and Colgate University. He is a member of the Executive Leadership Council, an organization of African American executives who promote a business leadership mentoring for African Americans on a national level. Within that organization, he leads the Corporate Board Development program, which endeavors to place more African Americans in corporate boardrooms across the United States. Brown also serves on the board of the Jesse Owen Foundation in Chicago, which targets youth development and he is a member of the Community Action Council in Danbury, Connecticut. In October 2004, the *Chicago Tribune* reported that Brown had been elected to the Metropolitan Planning Council's

Board of Governors. Mr. Brown married his wife Sheyrl in 1973 and they have one daughter, Heather.

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