



Michelle St. Jacques Chief Marketing Officer

Michelle is the chief marketing officer for MillerCoors.

She joined MillerCoors from The Kraft Heinz Company, where most recently she was responsible for leading global brands and marketing capabilities across the organization.



During her time at Kraft Heinz, she oversaw multi-year growth and record market shares for the 150-year-old Heinz brand. She led brand building across a portfolio of iconic brands, from Kraft Mac & Cheese to Jell-O, with new strategies to drive relevancy and growth among younger households and bold, new creative campaigns. She also previously held leadership roles at Unilever, leading Global Dove Body Care and running the Skin and Deodorants portfolios in Canada. Prior to that, she held a variety of roles at SC Johnson, including two sales rotations and leading Glade PlugIns Scented Oil and Pledge new products.

Her track record and progressive approach to building brand equity have made her stand out in the field of marketing, particularly in the consumer packaged goods space. She understands what makes brands unique, relevant and is ready to take our brands to the next level.

She was named as one of 20 Rising Brand Stars in Chicago in 2017 by the advertising industry publication Adweek, which credited her with “helping craft campaigns that have gotten people talking.” Much of her work has been awarded globally and in the U.S., including Heinz’s “Weiner Stampede,” which was voted No. 2 by USA Today in the 2016 Super Bowl, a tongue-in-cheek campaign for Kraft Mac & Cheese called “Swear Like a Mother,” and a revived pitch from fictional TV adman Don Draper called “Pass the Heinz.” that drove more than 2.5 billion impressions with just three billboards and one print ad.