

**Kendra Drozd
Biography**

Kendra Drozd joined Bloom, Gross & Associates as an Associate on March 10, 2003. Kendra received her MBA from the Kellogg School of Management (Northwestern University) in 2000.

After earning her MBA, Kendra began her brand management career at Kraft Foods, Inc. where she led a comprehensive packaging redesign and competitive defense initiatives for the Kraft Singles brand. She also led the marketing effort on the first-ever integrated Kraft Cheese Initiative (multi-brand) event that included communication elements ranging from an on-pack game piece to television advertising.

Kendra later joined the new products group where she worked on identifying and developing growth opportunities for Kraft. Shortly thereafter, she was recruited to the FreshPrep brand team and helped to successfully launch Kraft FreshPrep Dinner Kits, a major new product initiative. During this time, Kendra led the development of the complex trade sell-in story. She was also responsible for managing the inaugural consumer promotions and public relations efforts as well as the development of the brand visual equity.

During her time at Kraft, Kendra also became a trained facilitator. This experience allowed her to conduct brainstorming sessions for her teams as well as those of her colleagues.

Prior to attending business school, Kendra enjoyed an advertising career in account management working for several Chicago agencies including Bender, Browning, Dolby & Sanderson and Lois/EJL. Kendra attended Williams College in Massachusetts where she received her Bachelor of Arts in English and a concentration in Psychology.