



Mr Frank E. Mars
Board Chair and Advisor, Strategic Programs
Mars, Incorporated

Frank E. Mars is Chair of the Mars Board of Directors and a fourth-generation member of the Mars Family. He has worked within the Mars business since 1990, served on the Board of Directors since 2010, and was appointed Board Chair in 2020.

For the past 31 years at Mars, Frank has held a variety of positions across its diverse business categories and global operations, including roles in Electronics, Snack Food, Pet Care and Food segments. He's worked across the United States, Europe and Asia, and his business experience includes senior roles in Industrial Marketing, Sales, Commercial and Manufacturing.

From 2002 to 2005, he leveraged this breadth of experience as Regional President responsible for Asia and a member of the Mars Global Management team. From 2005 to 2017, Frank served as President of Mars Symbioscience, leading the development of a technology-based health and life sciences venture within Mars tasked with developing and commercializing novel science and evidence-based products and services. This included most notably - Wisdom Panel®, a range of innovative and pioneering canine genetic tests which are now part of Mars Petcare, as well as CocoaVia™, a revolutionary cocoa flavanol extract-based supplement that supports improved cardiovascular and cognitive health by promoting healthy blood flow.

In 2017, Frank transitioned to Vice President of Mars Sustainable Solutions. In this role, he led a multidisciplinary team developing scalable solutions to increase the resilience and sustainability of key tropical marine and forestry raw material supply ecosystems important to Mars' business and ecosystem preservation. The outcomes of this work include a novel, and highly innovative low-cost method of coral reef restoration which Mars is now sharing within the marine science community globally and has been adopted as global brand initiative by the Sheba Brand.

Outside of Mars, Frank is Co-founder and a Director of Heliae®, a micro-algal-based life sciences and technology company. Founded in 2008, Heliae is actively globally commercializing an innovative range of microalgal products which improve overall agricultural crop resilience and productivity. PhycoTerra® branded products naturally enhance soil health by improving soil microbial response, structure, water productivity, and nutrient use efficiency. Frank is also a Patron of Nature for the International Union for Conservation of Nature (IUCN) and serves on the Advisory Board to the United Nations' Decade on Ecosystem Restoration.

Before joining the family business in 1993, Frank served from 1990 to 1993 as the majority Owner/CEO of Insulated Shipping Containers, Inc. (ISC), a specialty packaging engineering company. He was Chairman of the Board of ISC from 1993 until 2001, when the business was acquired by SCA Packaging, and now part of Sonoco Thermosafe.

Frank is a co-inventor of multiple patents related to electronic coin and/or bill recognition, vending machine management and microalgae production. He is also a co-author of several peer reviewed scientific papers in the area of coral reef ecosystem restoration. Frank earned his undergraduate degree in Economics from Yale University in 1985 and his MBA in 1990 from Duke University (Fuqua School of Business). He and his wife Susan have four children and five grandchildren.