Charisse Hughes Turned Data and Creativity Into Kellanova’s Growth Engine

Outgoing Kellanova chief growth officer Charisse Hughes spent five years at the company, joining in 2020 as global CMO.

Her remit expanded greatly over that time, becoming chief brand and advanced analytics officer in 2022 and chief growth officer in 2023. As a member of the executive team, she helped steer the company through the pandemic, post-pandemic uncertainty, a company split as Kellogg’s and Kellanova became two entities, and massive transformation in what consumers snack on, thanks to GLP-1s and the rise of private label brands.

Through a mix of creative campaigns and savvy partnerships, Hughes and her marketing team developed work that positioned Kellanova’s core brands like Pringles and Pop-Tarts in the cultural zeitgeist.

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