Jean-Baptiste Santoul to Lead WK Kellogg Co

Santoul brings more than three decades of global consumer goods experience to lead WK Kellogg Co's next chapter of growth

Battle Creek, MI – February 2, 2026– WK Kellogg Co today announced that Jean-Baptiste Santoul has joined the company as Chief Operating Officer, effective immediately. Santoul's appointment follows Ferrero's recent acquisition of WK Kellogg Co, marking a new chapter for the iconic cereal company. As the new head of the company, Santoul will work closely with WK Kellogg Co's Leadership Team – as well as leadership at Ferrero Group – to advance the company's strategic priorities and capture its many opportunities for growth.

Prior to joining WK Kellogg Co., Santoul served as Chief Sales & Business Development Officer at Ferrero Group at the company's Luxembourg headquarters, where he led global commercial frameworks and enterprise-wide growth and transformation initiatives. He previously held the role of President & Managing Director of Ferrero France, overseeing significant portfolio growth and organizational modernization.

Earlier in his career, Santoul held multiple senior leadership positions at Henkel across France, Germany, the Benelux region and North Africa, gaining broad international exposure in operations, marketing, sales and strategic leadership. He began his career at Unilever in brand management, building a strong foundation in consumer-centric marketing and brand-led growth.

"This is a pivotal time for WK Kellogg Co and for the future of cereal in North America – the category Mr. Kellogg himself created," said Santoul. "Our company's rich heritage and portfolio of iconic brands have been part of consumers' lives for generations, and today we're poised to lead the category with renewed energy. I look forward to building on our legacy and advancing the spirit of innovation, operational excellence, and entrepreneurship. Together with our talented WK team and Ferrero's resources and expertise, we will accelerate growth, strengthen our market leadership and keep bringing the foods consumers love to their tables every day."

The company also announced that Gary Pilnick, Chairman and CEO since WK Kellogg Co's spin-off from Kellogg Company in 2023, departed the company at the end of 2025. Pilnick successfully launched WK Kellogg Co, led the development and execution of its strategy, and was instrumental in the $3.1 billion sale to Ferrero. He helped establish WK Kellogg Co's strong foundation and positioned the company for long-term success. Before leading WK Kellogg Co, Pilnick spent 23 years with Kellogg Company, serving on the Executive Committee since 2003.

"Leading WK Kellogg Co has been the honor of my career, and I couldn't be prouder of what our team accomplished together," said Gary Pilnick. "Launching WK Kellogg Co as a standalone company and seeing it join forces with Ferrero has been a remarkable journey. I am deeply grateful to the WK Kellogg Co team for their hard work, collaboration and friendship throughout the years. I look forward to seeing the company continue to thrive under Jean-Baptiste's talented leadership and with the unwavering support of Ferrero."

Santoul added, "Gary's stewardship of WK Kellogg Co has been instrumental in establishing the company's direction and momentum. On behalf of the entire WK team, I want to thank him for his outstanding leadership and longstanding dedication to the organization. He has shaped WK in meaningful ways, and I am looking forward to building on the strong platform he created."

ABOUT WK KELLOGG CO

At WK Kellogg Co, we bring our best to everyone, every day through our trusted foods and brands. Our journey began in 1894, when our founder W.K. Kellogg reimagined the future of food with the creation of Corn Flakes, changing breakfast forever. Our iconic brand portfolio includes *Kellogg's Frosted Flakes®, Rice Krispies®, Froot Loops®, Kashi®, Special K®, Kellogg's Raisin Bran®*, and *Bear Naked®*. With a presence in the majority of households across North America, our brands play a key role in enhancing the lives of millions of consumers every day, promoting a strong sense of physical, emotional and societal wellbeing.

Our beloved brand characters, including Tony the Tiger® and Toucan Sam®, represent our deep connections with the consumers and communities we serve. Through our sustainable business strategy – *Feeding Happiness®* – we aim to build healthier and happier futures for families, kids and communities. We are making a positive impact while creating foods that bring joy and nourishment to consumers. For more information about WK Kellogg Co and *Feeding Happiness,* visit www.wkkellogg.com.

ABOUT FERRERO GROUP

In 2025 WK Kellogg was acquired by Ferrero Group, a global leader in sweet-packaged foods, renowned for iconic brands such as Nutella®, Kinder®, Ferrero Rocher®, and Tic Tac®, alongside local favorites like Butterfinger® and Blue Bunny®. Founded in 1946 in Alba, Italy, Ferrero marks 80 years as a family-owned group, with 50,000 employees and operations in over 170 countries. The company combines a strong heritage and commitment to quality with continuous innovation across brands and categories, including ice cream, biscuits and bakery, breakfast cereals, and better-for-you offerings. Guided by a long-term vision, Ferrero focuses on sustainable and responsible growth, strengthening its presence in emerging segments while staying true to its values of excellence and care.

Additional assets available online: Photos (1)

https://newsroom.wkkellogg.com/2026-02-02-Jean-Baptiste-Santoul-to-Lead-WK-Kellogg-Co