

# NEWS RELEASE

## **College of Commerce and Business Administration**

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### **Kraft Executive to Deliver Convocation Address**

Champaign, Ill. — An executive with Kraft Foods who is currently featured in a television commercial for a Kraft product will be the speaker for the college and MBA convocations scheduled for May 11. Mary Kay Haben, group vice president of Kraft Foods North America and president of the Kraft Cheese, Meals & Enhancers Group, will deliver the address to College of Commerce and Business Administration graduates and their family members and friends.

The college ceremony takes place in the Assembly Hall and the MBA convocation is held in the Great Hall of the Krannert Center for the Performing Arts.

Haben currently appears with her husband and sons in a television commercial for Kraft Freshmade Creations dinner kits. She graduated from the College of Commerce and Business Administration in 1977 with a BS in business administration and also holds an MBA from the University of Michigan. She has been with Kraft since 1979 and was appointed to her current position in February 2001.

Named as one of five University of Illinois Comeback Guests for Homecoming 2000, Haben is an active supporter of the college, having served on the dean's advisory council since 1999. She is the former chair of the Board of Governors for University of Michigan Business School and is on the Board of Directors and Executive Committee for Junior Achievement. Haben was named one of "100 Best and Brightest Women in Advertising" in 1996 by *Advertising Age* magazine.

Nationally recognized as one of the leading business schools, the College of Commerce and Business Administration has outstanding programs in accounting, business, economics, and finance. The college enrolls more than 3,000 undergraduates, 700 MBA and master's students, and 175 doctoral candidates from all 50 states and more than 30 countries worldwide.