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# NICOLE NICE

## ATTORNEY AND PUBLIC AFFAIRS EXECUTIVE

Strategic Thinker. Results-driven. Curious. Collaborative.

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### PROFESSIONAL EXPERIENCE

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#### **MARS FOOD, Brussels, Belgium (working virtually from Denver, CO) // 06.2015 – Present**

##### ***Global Director of External Affairs***

*Lead development and implementation of global public policy, corporate reputation strategy, stakeholder engagement, external communications, crisis management, and international trade for Mars Food.*

- Lead the Global Food Policy Group, driving cross-functional public policy positions and strategies for the Mars Food segment, working across 30 global markets on a wide range of issues impacting the food industry.
- Partner with R&D, Marketing, Sales, Commercial (procurement) and other functions to implement industry-leading Health & Wellbeing and Sustainability strategies which have set the business apart from competitors while driving purposeful growth.
- Lead global external communications, working closely with Global Management Team to position them as visible leaders on critical issues facing the food industry today.
- Support a Mars, Incorporated team exploring opportunities in emerging markets, including analysis of the policy, regulatory, and issues landscape and relevance for our business strategy.
- Advise Marketing team on compliance with the Mars Marketing Code, and other policies impacting route-to-market.
- Represent the Food segment's interests with Mars, Incorporated's Public Affairs and Corporate Communications teams, helping to ensure alignment across the \$35B organization.
- Led external engagement strategy for global acquisition of Tasty Bite® brand.

#### **MARS, INCORPORATED, McLean, VA // 10.2012 – 05.2015**

##### ***North America Policy Director***

*Led U.S. regulatory strategy and Mars, Incorporated engagement of FDA, FTC, and USDA regarding current and proposed regulations with significant business impact. Led development of Mars, Incorporated's policy positions in North America to ensure alignment across business segments and industry leadership on emerging food issues.*

- Provided counsel to all North America business segments (Mars Petcare, Chocolate, Wrigley, Food, Drinks, and Symbioscience) regarding the potential impact of proposed federal regulations, identifying strategies to manage risk and opportunities for competitive advantage.
- Drove Mars' U.S. regulatory strategy across all business segments, including regular engagement of officials within the White House, FDA, FTC, and USDA.
- Drafted regulatory comments to FDA and USDA on a wide range of issues including nutrition labeling, marketing, school nutrition, U.S. Dietary Guidelines, sodium reduction, and food safety.
- Established and chaired the North America Food Policy Group, leading the development of cross-segment policy positions and strategies for engagement of the U.S. and Canadian governments, non-profit organizations, trade associations, and other key stakeholders on all federal issues impacting Mars' diverse business interests.
- Served on internal Food Safety Modernization Act Implementation Team to guide company compliance with new FDA regulations governing the safe manufacture of human and animal food.
- Managed and reported on compliance with the Mars Marketing Code across all business segments, including providing regular counsel to business segments on proposed marketing activations.
- Advised in the development of GRAS dossiers for approval of new ingredients.
- Managed work of three external law firms advising Mars, Incorporated.
- Represented Mars on 18 different U.S. trade association committees on a variety of policy and legal matters, with a goal of advancing food industry positions to reflect the changing consumer and policy landscape.

## **PATTON BOGGS LLP, Washington, DC // 09.2005 – 10.2012**

### **Associate**

*Provided legal counsel to corporations, non-profit organizations, and public entities on regulatory and policy matters related to food and agriculture.*

- Developed and implemented strategies for engaging Congress and regulatory agencies on complex issues with significant business impact, including working within diverse industry or non-profit coalitions.
- Advised clients on the impacts of potential policy and regulatory changes.
- Drafted regulatory comments to the FDA, USDA, and FTC on a variety of issues including but not limited to marketing to children, school nutrition, sodium reduction, and the U.S. Dietary Guidelines.
- Engaged federal regulators on complicated compliance matters.
- Assisted clients in the development of corporate sustainability and social responsibility policies and programs.
- Supervised teams of junior attorneys on several client accounts, including one team working on behalf of one of the firm's largest corporate clients.

## **OFFICE OF US CONGRESSMAN DAVID E. BONIOR (D-MI) (DEMOCRATIC WHIP), Washington, DC // 07.1999 – 08.2002**

### **Senior Legislative Assistant, Speechwriter, and Floor Assistant**

*Served as senior aide to second-ranking Democrat in the House of Representatives.*

- Briefed Congressman daily on upcoming votes in the House of Representatives, including policy analysis and potential impact, and staffed Congressman for votes on the House floor.
- Served as liaison between the Congressman, House leadership, and other major caucuses.
- Advised Congressman on legislative issues pending before the Judiciary Committee.

## **EDUCATION AND PROFESSIONAL DEVELOPMENT**

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### **THE GEORGETOWN UNIVERSITY LAW CENTER, Washington, DC**

- **Juris Doctor**, *magna cum laude*, Order of the Coif // 2005

**Activities and Honors:** Georgetown Law Journal, Notes and Comments Editor (2004-2005); Law Fellow in the Legal Research and Writing Program (2003-2004); Published in the Georgetown Law Journal (2005)

### **MACALESTER COLLEGE, St. Paul, MN**

- **Bachelor of Arts** in Urban Studies, *cum laude*, Phi Beta Kappa // 1999

### **LEADERSHIP DEVELOPMENT:**

- Senior Leadership at Mars // 2016
- Leadership at Mars III // 2014

## **OTHER QUALIFICATIONS**

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- **Adjunct Professor of Law**, *Food Law and Practice*, University of Colorado-Boulder Law School (spring 2018)
- **Bar Memberships:** District of Columbia (active), Maryland (inactive)
- **Additional Legal Experience:** U.S. Department of State, Office of Legal Adviser (Legal Intern, 2004); The Honorable Emmet G. Sullivan, U.S. District Court for the District of Columbia (Judicial Intern, 2003)
- **Additional Policy Experience:** Office of U.S. Senator Paul Wellstone (Intern, 1999); The White House, Office of the Vice President (Intern, 1996)