



**Jean Madden**  
Chief Marketing Officer, Next Gen

**Jean Madden is the Chief Marketing Officer of Next Gen, a Singapore-based food tech company combining unique and powerful plant proteins to provide the most incredible culinary and dining experiences in the world.**

As a veteran in her industry, she leverages her experience to combine content and storytelling to connect consumers with the Next Gen mission in a genuine and authentic way. Jean comes to Next Gen having spent the last twelve years of her career helping to shape and grow other fast moving consumer goods companies. She's worked with major household names, including L'Oréal and Unilever, and has the unique background of having helped redefine established brands, as well make a name for new, emerging companies and markets.

Jean's tenacity and versatility in her field make her a true asset, and she's become recognized for her talent in brand development, disruptive product innovation, as well as digital-first marketing campaigns. Her work has catapulted brands into white spaces, fueled consistent growth ahead of the market, and even earned her two prestigious Cannes Lions awards.

As a leader in her industry, Jean's ability to connect consumers to the deeper story and underlying mission of everyday products is a true and special talent. A global citizen, she grew up living across Asia, Europe, and North America, allowing her to relate with a wide range of people and cultures. Jean's a global traveler, believer in the critical importance of sustainability, and committed to creating a change in the world with her work at Next Gen, not only for her own family, but for those of future generations to come.