



# Kirti Singh

Chief Analytics and Insights Officer

Kirti Singh leads P&G’s global Consumer Market Knowledge (CMK) organization and Analytics and Insights group in leveraging cutting-edge data, analytics, behavioral science and visualization to discover consumer, shopper and market insights—and transform them into actionable outputs that drive growth of P&G’s global product portfolio. Under Kirti’s leadership, CMK has become an invaluable partner in shaping the direction of our ten product categories to grow brands, guide strategies and portfolio choices, and design in-market executions.

Since joining P&G in 1993 as a CMK manager in India, Kirti has held numerous leadership positions across P&G businesses, including Beauty Care, Feminine Care, Health Care and Grooming. He has worked across many geographies including India, China, Singapore and the U.S.

Kirti serves as executive sponsor of the Young William Cooper Procter Society, an organization of newer employees whom, in the spirit of P&G's second President and community philanthropist, volunteer in local communities, develop relationships with peers, and hone leadership skills.

Outside of P&G, Kirti lends his expertise to academia and the public sector to foster development in the areas of consumer insights and research.

### Birthplace

Chamba, India

### Year

2018

### Positions Held

Chief Analytics and Insights Officer

### Education

Malaviya Regional Engineering College, India, B.S., 1988

2014

Vice President, Global Consumer & Market Knowledge (CMK)

2013

Vice President, Global Health & Grooming and Pet Care, CMK

2009

Vice President, Asia Market Development Organization CMK

2006

Manager, Gillette-Blades & Razors CMK

XRLI, India, M.B.A., 1992

2003

Director, Global Fem Care CMK

2003

Associate Director, North America Fem Care CMK

### Date Joined P&G

December 1, 1993

2000

Associate Director, Global Personal Cleansing Care CMK

1998

Senior Manager, Personal Beauty Care CMK and Market Measurements, China

1996

Manager, Personal Care Cleansing CMK, Asia and China

1995

Manager, Laundry CMK, China

1993

Manager, Laundry CMK, India

Continued...

## Affiliations, and Activities

The Advertising Research Foundation (ARF), Board of Trustees

The Advertising Research Foundation (ARF), Board of Directors