



Sundar G. Raman

Chief Executive Officer – Fabric & Home Care

Sundar is the Chief Executive Officer of Procter & Gamble’s largest business sector, Fabric & Home Care, which includes many of P&G’s most-iconic brands: Tide, Ariel, Downy, Gain, Febreze, Swiffer—and represents about one-third of total company sales and net earnings. In this role, Sundar is responsible for delivering top- and bottom-line growth through innovation (R&D), a synchronized E2E supply chain, brand-building and sales. An enthusiastic innovator and change instigator, Sundar transforms opportunities into inspiring results and energized organizations.

Sundar began his P&G career as a market analyst in India in 1998 and soon moved to the United States, where he worked in a variety of roles, from business intelligence to marketing, in P&G Beauty. In 2008, he joined NA Fabric Care to lead innovation and marketing, and in 2019 was appointed President Fabric Care North America and P&G Professional, expanding his responsibilities to Global Home Care in 2020. A visionary leader with broad expertise and a passion for innovation, Sundar has led a sustained track record of great results, including NA Fabric Care’s unprecedented multi-year growth to record sales and profits, and the launch of key innovations such as Tide Pods and Downy Unstopables. He continues to shape the future of the business through initiatives such as the expansion into laundry services and the transformation of media planning and buying.

Committed to empowering people, Sundar fosters a magnetic culture built around learning to create capable, motivated organizations. He serves as Executive Sponsor for Equality & Inclusion for Fabric & Home Care and represents the company on the National Underground Railroad Freedom Center Board, reflecting his passion for diversity, inclusion and the company’s Citizenship agenda.

Birthplace

Palamaneri, Tamil Nadu, India

Education

Harvard Business School, Building and Sustaining a Successful Enterprise Program, 2015

Indian Institute of Technology, B.Tech. Electrical and Electronics Engineering, 1996

Indian Institute of Management, Post-Grad Diploma in Management, 1998

Date Joined P&G

June 1, 1998

[LinkedIn Profile](#)

Year Positions Held

2021 Chief Executive Officer, Fabric & Home Care

2020 President - Home Care and P&G Professional

2019 President - Fabric Care, North America (NA) and P&G Professional, Global

2015 Vice President, Fabric Care, NA

2011 Brand Director, Fabric Care, NA

2008 Associate Director, Innovation, Fabric Care, NA

2004 Brand Manager, Head & Shoulders, NA

2002 Asst. Brand Manager, Infusium & Ethnic Hair Care, NA

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Sundar G. Raman (cont'd)

Year	Positions Held
2001	Sr. Manager, Global Consumer & Market Knowledge
1999	Global Business Analyst, Business Intelligence Services
1998	Associate Manager, Trends, Market Research, India

Affiliations and Activities

American Cleaning Institute, Chairman of the Board (2017 – Present)

National Underground Railroad Freedom Center – Cincinnati, Board Member (2016 – Present)

We See Equal, Co-Sponsor (2018 – Present)

Agile Pursuits Franchising, Inc., Member, Board of Directors and Vice President, Marketing (2015 – Present)

Findlay Market – Cincinnati, Board Member (2015 – 2018)

Recognition

D&AD, Black; 2x Graphite; 2x Yellow Pencil, Tide advertising, 2018

Cannes, 2x Gold Lion; Silver Lion, Tide advertising, 2019

Cannes, Titanium; 4x Grand Prix; Gold Lion; 2x Silver Lion; 2x Bronze Lion, Tide advertising, 2018

Cannes, 5x Gold Lion; 4x Silver Lion; 1x Bronze Lion, Tide advertising, 2017

Cannes, Gold, Silver & Bronze Lion, Tide and Gain advertising, 2014

Grand Effie, Tide advertising, 2019

Effie, Tide advertising, 2013, 2014, 2016

Clio, Gold Winner, Tide advertising, 2018

Environmental Leader Product of the Year, Tide Purclean, 2018

Edison Award (Silver) in Sustainability, Tide Purclean, 2017