



Carolyn Tastad

Group President, North America
Chief Sales Officer
Executive Sponsor, Gender Equality

Carolyn leads P&G’s North America business and operations, which includes the U.S., Canada and Puerto Rico. North America is P&G’s largest and most profitable region, accounting for nearly 45% of the company’s net sales. Building on a track record of leading change to unlock growth in organizations and individuals, Carolyn has transformed P&G’s operating model in the region, moving to a category-based approach supported by select, scaled regional capabilities required to give the categories competitive advantage. She works closely with the leaders of each of P&G’s business units to ensure superior innovation and winning brand building plans for the market.

Carolyn also leads P&G’s Sales function, guiding selling and go-to-market strategy and capability across all categories and regions. She works with our business units, sales teams and distributor partners to drive superior retail innovation and execution; delighting shoppers instore and online, while creating profitable growth for our retail partners.

Carolyn is known inside and outside P&G for her high standards, huge capacity and sense of curiosity—which enable her to see possibilities in even the biggest business challenges. Carolyn joined P&G as a IT analyst in Canada. During her 30+ years with the company, she has worked across P&G’s full portfolio of brands, typically in sales and general management. She has led national, multinational and global organizations, living in Canada, United States and Switzerland.

Carolyn is a hands-on, authentic leader who is passionate about gender and intersectional equality in the workplace and the world. As executive sponsor for P&G’s Gender Equality program, Carolyn actively leads efforts inside and outside P&G to tackle bias and build a world with equal voice and equal representation for all individuals.

Birthplace

Saskatchewan, Canada

Education

University of Saskatchewan
B. Commerce Honors, 1983

Date Joined P&G

June 6, 1983

Year

Positions Held

- 2019 Group President, North America, Chief Sales Officer, and Executive Sponsor, Gender Equality
- 2016 Group President, North America and Executive Sponsor, Gender Equality
- 2015 Group President, North America
- 2014 Global Customer Business Development (CBD) Officer
- 2012 Vice President, Global Market Strategy and Planning

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Carolyn Tastad (cont'd)

| Year | Positions Held |
|-------------|---|
| 2005 | Vice President, Global Prestige Market Development Organization |
| 2005 | Vice President, North American MDO Gillette Integration Leader |
| 2004 | Vice President, CBD, Canada |
| 2001 | Manager, CBD, North Region, North America |
| 1999 | Director, CBD, Albertsons, USA |
| 1997 | Director, CBD, Fine Fragrances, Western Hemisphere |
| 1995 | Associate Director, CBD, Fine Fragrances, U.S.A. |
| 1993 | Associate Director, CBD, Cosmetics, U.S.A. |
| 1993 | District Manager, CBD, Special Assignment, U.S.A. |
| 1990 | District Manager, CBD, Shoppers Drug Mart, Canada |
| 1989 | District Manager, CBD, Health and Beauty, Canada |
| 1988 | Unit Manager, CBD, Health and Beauty, Canada |
| 1987 | Customer Service Manager, Ontario and Atlantic, Canada |
| 1986 | Special Assignment, Sales, Health and Beauty, Canada |
| 1985 | Systems Analyst, Management Systems, Canada |
| 1983 | Analyst, Management Systems, Canada |

Affiliations and Activities

Kellogg Company, Board of Directors

Consumer Brands Association, Board of Directors

3CDC, Board Chair

Fortune's Most Powerful Women: 2015, 2016, 2017, 2018