



Loïc Tassel

President - Europe

Loïc Tassel leads P&G's business across 57 countries in Europe, serving more than 850 million consumers. He is responsible for nearly a quarter of company sales and profit and one-third of P&G's global workforce, operating across 33 P&G manufacturing sites and four global research and development centers in the region.

Loïc leverages his knowledge of consumers, customers, competitors and the dynamic retail environment to lead P&G's rapidly growing e-commerce business in the region, and to drive new models of responsible and sustainable consumption in Europe across the company's operations, products and packaging.

Since joining P&G in 1988 as an assistant brand manager in France, Loïc has spent his career developing winning organizations, building global brands and growing businesses across P&G's brand portfolio and global operations. Prior to his current role, Loïc served as vice president for Shave Care in Europe and India, Middle East and Africa, leading one of P&G's biggest businesses worth more than \$2.5 billion in revenue across 135 countries.

Birthplace	Year	Positions Held
Saint-Brieuc, France	2019	President – Europe
Education HEC (Hautes Études Commerciales), Paris, 1988	2018	President, Europe Selling and Market Operations (SMO)
	2014	Vice-President, P&G Shave Care (Gillette & Venus), Europe & India, Middle East and Africa
Date Joined P&G September 1, 1988	2013	Vice-President, France, Belgium & Netherlands SMO
	2008	Vice-President, France SMO
	2005	General Manager, North West Africa SMO
	2000	Marketing Director, Home Care WE Regional Business Unit, Geneva
	1998	Marketing Director, Fabric & Home Care and Beauty Care, Nordic SMO
	1996	Marketing Manager, Fabric & Home Care, Nordic SMO
	1994	Marketing Manager, Baby Care, France SMO

Continued...

Loïc Tassel (cont'd)

Year	Positions Held
------	----------------

1993	Brand Manager, Baby Care, France SMO
------	--------------------------------------

1991	Brand Manager, Household Cleaners, France SMO
------	---

1988	Assistant Brand Manager, Laundry, France SMO
------	--

Affiliations and Activities

AIM – European Branded Goods Association, Board Member

Swiss AmCham (American Chamber of Commerce), Board Director

LEAD Europe, CEO Advisory Board, Member

Saint Petersburg Graduate School of Management, Advisory Board, Member