



# Markus Strobel

President, Global Skin & Personal Care

Markus Strobel is responsible for one of the fastest-growing business units in P&G. His diverse portfolio is comprised of a collection of industry-leading and emerging brands, including SK-II, Olay, Snowberry, Safeguard, Old Spice, Secret, Native, and Ivory. Each is deeply trusted by the discerning beauty consumer for providing beautiful, science-based products that deliver real results.

A career brand-builder, Markus started at P&G out of university in 1991 as a brand assistant in Home Care. He quickly transitioned to Beauty & Grooming, where he has transformed businesses across Fine Fragrances, Hair Care, Grooming and Skin Care. During his tenure, Markus has held roles out of a variety of locations across the world. He was appointed president of Global Skin & Personal Care in 2017, after the tremendous turn-around of SK-II from multi-year decline to sustained growth bringing it to Asia's #1 prestige skin care brand.

Markus brings curiosity, experience and creativity together to inspire ideas that continually meet the evolving needs of the world's Beauty consumers. He is a leading thinker and innovator in today's dynamic world of brand building and go to market.

Birthplace	Year	Positions Held
Germany	2017	President, Global Skin & Personal Care
Education University of Pforzheim Germany, Honours Degree	2012	Vice President, Brand Franchise Leader, SK-II
	2009	Vice President, Brand Franchise Leader, Braun
Indiana University Kelly School of Business, M.B.A.	2004	General Manager, Global Luxury Fragrances
	2002	Marketing Director, Pantene and Clairol Hair Care, LA
Date Joined P&G July 1, 1991	2001	Marketing Director, Fine Fragrances, Global Design, Western Europe Delivery, Switzerland
	1997	Marketing Director, Fine Fragrances, Global Design, UK
	1993	Assistant Brand Manager, Oral Care, Blend-a-Dent, Germany
	1992	Brand Assistant, Laundry & Cleaning, Mr. Clean, Germany