



Henry Karamanoukian

President, Digital Commerce

Henry Karamanoukian leads Procter & Gamble's Digital Commerce - Center of Expertise. He is responsible for accelerating the development of our strategic framework and foundational capabilities with a focus on commercial and customer operations, including sales, marketing and supply chain.

Previously, Henry led go-to-market operations in China and the Hair Care category in Greater China—P&G's largest market outside North America. He had responsibility for sales, supply chain and market strategy and planning, as well as growing P&G's iconic hair care brands, including Pantene, Head & Shoulders, VS and Rejoice. Henry completed three successful assignments in China. From 2006 to 2010, he managed China's sales organization and returned in 2016 to lead go-to-market innovation to win sustainably in a rapidly evolving Chinese market. In 2019, Henry assumed additional responsibility for Greater China Hair Care, the company's largest category in the region.

Henry is a one of P&G's most globally experienced executives, having worked in all its major markets around the world—including several top countries across North America, Europe, Asia and the Middle East. Henry joined P&G in 1987 as a sales representative in New York. His extensive experience spans several generations and formats of retail, as well as commercial leadership across our portfolio of categories and brands. Henry previously served as president of P&G Canada and chief sales officer for P&G North America—our largest market.

Henry is an inspiring leader, a well-respected industry partner and a valued business builder in the most challenging environments. He is passionate about sharing best practices between east and west to accelerate innovation and improve overall performance. He speaks several languages, including English, Arabic and French, and has been active in non-profit boards, charitable organizations and industry associations around the world.

Birthplace

Alexandria, Egypt

Education

Colgate University, USA
B.A., Philosophy, 1987
B.A., Political Science, 1987

Date Joined P&G

June 28, 1987

LinkedIn Profile

Year Positions Held

2021	President, Digital Commerce, Global
2019	President, Go-to-Market, China and Hair Care, Greater China
2016	Senior Vice President, Go-to-Market, China
2015	Senior Vice President, Selling & Market Operations, Canada
2015	Senior Vice President, Sales, North America
2012	Vice President, Sales, North America

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Henry Karamanoukian (cont'd)

Year	Positions Held
2010	Vice President, Sales, Discounter & Emerging Channel, U.S.A.
2009	Vice President, Sales, Greater China
2006	General Manager, Customer Business Development, Greater China
2003	Director, Carrefour Customer Team, Western Europe
2000	Director, Customer Business Development, Eastern Europe
1999	Customer Business Development Manager, Russia and Belarus
1997	Customer Business Development Manager, Balkan Markets
1995	District Manager, Customer Business Development, Romania & Moldova
1992	Category Sales Manager, Laundry & Dish, Arabian Peninsula
1991	Unit Manager, A&P Customer Team, Soap Sector, New York, U.S.A.
1990	Unit Manager, Bar Soap & Cleaning, New York, U.S.A.
1989	District Field Representative, Bar Soap & Cleaning, New York, U.S.A.
1987	Sales Representative, Packaged Soap & Detergents, New York, U.S.A.

Affiliations and Activities

China Chain Store & Franchise Association, Executive Director 2016-Present

Grocery Manufacturers Association (GMA), Industry Affairs Council, Member 2014-2015

Freestore Foodbank, Cincinnati, Ohio, Development Committee, Vice Chair 2012-2014

Freestore Foodbank, Cincinnati, Ohio, Board of Directors, Member 2010-2016

China Chain Store & Franchise Association, Executive Director 2007-2009

ECR China, Co-Chair 2006-2009

RUSBRAND Russia, Trade Committee 2002-2003

ECR Russia, Founding Member 2002-2003