



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 P&G's sales and profit and one-third of its global workforce, operating across 33 manufacturing sites and four global research and development centers in the Europe region.

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

As President of P&G Europe Loïc centres his work on developing P&G's Category Growth Business model to thrive in any context, enabling P&G's markets & businesses to grow consistently yet sustainably. He balances the companies' focus on established distribution channels while quickly embracing new channels and consumer trends – always with the objective to serve consumers better. Loic leads through actively building P&G's well-established retail-partnerships, accelerating P&G's eCom activities, and developing important partnerships with Drugstores, Proximity-Stores and Pharmacies.

Loïc leverages his experience with consumers, customers, competitors and the dynamic retail environment to enable new models of responsible and sustainable consumption, evolving P&G's operations, products and packaging. To do so, Loïc is very intentional about the creation and advancement of a leading-edge organization, where equal access and opportunities to learn, grow, succeed and thrive are available to everyone.

Birthplace

Saint-Brieuc, France

Education

HEC (Hautes Études Commerciales), Paris, 1988

Date Joined P&G

September 1, 1988

[LinkedIn](#)

Year Positions Held

- 2019 President – Europe
- 2018 President, Europe Selling and Market Operations (SMO)
- 2014 Vice-President, P&G Shave Care (Gillette & Venus), Europe & India, Middle East and Africa
- 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

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Loïc Tassel (cont'd)

Year	Positions Held
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
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