

# Benjamin Binot

Vice-President, P&G France, Belgium, Netherlands  
& Luxembourg



Residence	Year	Position Held
Paris, France	2018	Vice-President & General Manager - France, Belgium, Luxembourg, Netherlands
Birthplace		
Tours, France	2014	Marketing Director – Fabric Care, Home Care, Baby Care, Feminine Care - France, Belgium, Netherlands
Date of birth		
May 26 <sup>th</sup> , 1977	2012	Sales Director, Carrefour France/Belgium
Education		
Audencia Nantes (France)	2010	Associate Director – Finances - France
Ohio State University	2008	Director of Financial Planning and Global Financial Communications for Gillette – Boston – USA
Date joined P&G		
Septembre 1 <sup>st</sup> , 2002	2006	Head of the Group in charge of Management control/Financial analysis for the marketing teams – France
	2004	Plant Financial Manager – Amiens - France
	2002	Financial Analyst for the Sales function - France

As of 1<sup>st</sup> January 2018, Benjamin Binot, currently Marketing Director for Fabric Care, Home Care, Baby Care and Feminine Care for France, Belgium and the Netherlands, will be appointed Vice-President and General Manager for France and Benelux, replacing Christophe Duron.

Graduating from Audencia in 2002, Benjamin Binot started his career at P&G in France as part of the financial department for the Sales team. He then joined Amiens plant as financial manager for the site. Following that he took on responsibility for the integration of Gillette for France following the brand's acquisition in 2005. Following this he oversaw financial management of P&G's marketing division in France. In 2008, Benjamin moved to the United States where he became Director of Strategic Planning and Financial Communications for Gillette worldwide.

Returning to France as Associate Financial Director, Benjamin left the finance department in 2012 and became Sales Director for Carrefour in France and Belgium. In 2014, he was appointed Marketing Director for France, Belgium and Netherlands.

*"I am very honored to take the lead of the France/Benelux subsidiary. In a 15-year career at P&G I have had the opportunity to learn a lot thanks to exceptional managers and through three very strong functions within the Group (Finances, Sales, Marketing). I have also had the opportunity to work in a number of diverse environments for subsidiary headquarters in France to a local plant and also head office in the United States. I am now looking forward to beginning this new chapter in markets which I know well and with excellent teams across Paris, Brussels and Rotterdam."*

Benjamin Binot is 40 years old. He was born in Tours on May 26<sup>th</sup>, 1977 and is married with three children. A sports enthusiast, he echoes those values in his professional life. He is also a big fan of classical music and great wine.