



# Henry Karamanoukian

Senior Vice President,  
Go-to-Market, China

Henry Karamanoukian leads Go-to-Market Operations in China, P&G's largest market outside of North America. He has responsibility for Sales, Supply Chain and Market Strategy & Planning. This is Henry's second assignment in China. His first was from 2006 to 2010, when he managed the Sales organization. Upon his return to China in 2016, Henry has been leading the go-to-market innovation needed for sustained winning in this rapidly evolving market.

Henry is a one of P&G's most globally experienced executives, having worked and lived in many locations internationally. He joined the company in 1987 as a sales representative in New York. Since then, he has worked in all of P&G's major markets around the world, including several top countries across North America, Europe, Asia and the Middle East. Prior to his second assignment in China, Henry's most recent roles were the leader of P&G Canada and the chief sales officer for P&G North America.

Henry is an inspiring leader, well-respected industry partner and 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 numerous charitable organizations 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

## Year Positions Held

- 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, Customer Business Development, North America
- 2010 Vice President, Customer Business Development, Dollar Channel, U.S.A.
- 2009 Vice President, Customer Business Development, Greater China
- 2006 General Manager, Customer Business Development, Greater China
- 2003 Director, Carrefour Customer Team, Western Europe
- 2000 Director, Customer Business Development, Eastern Europe

*Continued...*

## Henry Karamanoukian (cont'd)

Year	Positions Held
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