



# Hesham Tohamy Abd El Hak

President – Feminine Care

Hesham Tohamy Abd El Hak is president of P&G's Feminine Care business, serving consumers in nearly 120 countries. He is responsible for a multibillion-dollar portfolio of leading brands across menstrual care and adult incontinence including Always, Always Discreet, Tampax, Naturella, and Whisper.

Hesham has had an international career that spans across 4 business units (Fabric & Home Care, Beauty, Baby and Feminine care) with leadership positions in 5 regions: Europe, Middle East, Asia Pacific, China and North America. Recognized as a transformational leader, strategic visionary and game-changing brand builder, Hesham is passionate about winning and transforming businesses and organizations financially, strategically, operationally and culturally to deliver record results and sustained value creation.

Previously, Hesham led the North America Feminine Care business and was the Global Brand Franchise leader for Period Care brands across 5 regions. He oversaw global value creation strategy, equity, innovation and global social citizenship programs such as Always #endperiodpoverty and #likeagirl and the Tampax #timetotampax education campaign. Under his leadership, P&G Feminine Care accelerated growth, expanded market share and disproportionately led category growth across every brand in the portfolio while acquiring and successfully expanding This is L and establishing leadership in the Naturals segment.

Hesham is an advocate for equality and inclusion. He is a driving force and champion externally and internally in pushing for bolder progress and intentional and structural interventions. Outside of work, he pursues his passions, including animal rescue, visual arts and industrial design.

Birthplace	Year	Positions Held
Cairo, Egypt	2022	President, Feminine Care
Education The American University in Cairo, B.A. Business Administration, 1996	2018	Senior Vice President, Feminine Care, North America Brand Franchise Leader, Always Pads and Tampax
	2016	Vice President, Feminine Care, Greater China
Date Joined P&G June 6, 1997	2014	Regional Business Director, Pantene, ASEAN, China, India, ANZ, Middle East, Africa
	2013	Marketing Director, Hair Care & Color
	2010	Marketing Director, Fabric & Home Care, Greater China
	2008	Marketing Director, Fabric & Home Care, CEEMEA
	2005	Associate Marketing Director, Paper & Home Care, CEEMEA
	2000	Brand Manager, Tide and Mr. Clean Laundry, Canada
	1999	Brand Manager, Ariel, CEEMEA
1998	Asst. Brand Manager, Ariel, CEEMEA	
1997	Asst. Brand Manager, Hair Care, CEEMEA	