



# Jasmine Xu

**President—Go-to-Market, China, and Brand Operations and Brand Function, Greater China**

Jasmine Xu leads P&G China’s Go-to-Market organization, as well as Brand Operations and Brand Function for Greater China, effective April 1, 2021. Born in Jiangsu Province, Jasmine is P&G’s first native Chinese president, representing a proud milestone for P&G and Greater China.

Jasmine is among P&G’s best and brightest when it comes to understanding the Chinese market and consumers—and has an excellent track record of delivering outstanding business and organization results. She recently led China’s eCommerce and i-OMNI retail business, achieving record growth spanning all categories. Aside from her high-profile digital marketing credentials, Jasmine has had rich category experiences across China, Japan, Korea, Australia, ASEAN, and India..

Jasmine is recognized as an engaging, visionary, and highly respected leader—able to operationalize big ideas and pull them through with strategic execution.

## Birthplace

Wuxi, Jiangsu, China

## Education

B.S. Investment Economics  
Nanjing University

## Date Joined P&G

July 15, 1997

## [LinkedIn Profile](#)

## Year

## Positions Held

2021	President—Go-to-Market, China, and Brand Operations and Brand Function, Greater China
2019	Senior Vice President, iOMNI Business, Brand Operation, Brand Function, China
2015	Vice President eBusiness, Brand Operation, Brand Function, China
2013	Vice President Feminine Care & Oral Care, Greater China
2011	Marketing Director, Feminine Care, Japan, Korea, Australia, ASEAN, India
2008	Marketing Director, Female Beauty, Greater China
2007	Associate Marketing Director, Olay, Greater China
2005	Associate Marketing Director, Feminine Care, Greater China
2004	Brand Manager, Rejoice, Greater China
2001	Brand Manager, Whisper, Greater China
2000	Assistant Brand Manager, Tide, Greater China
1998	Assistant Brand Manager, Ariel, Greater China
1997	Assistant Brand Manager, Laundry Joint Venture Brands, Greater China