



Christophe Duron

President, Go-To-Market, Greater China

Christophe leads P&G’s go-to-market operations in Greater China, the company’s second largest market by sales.

In this role, Christophe concentrates his work on disproportionately contributing to category growth, on delivering a balanced value equation and on defining value-creating business partnerships with P&G’s Greater China partners.

Since joining P&G in France in 1993, Christophe has spent his passion and energy developing high-performing organizations that have delivered breakthrough results in brand selling and brand building through impactful go-to-market business models across Europe, Asia and Latin America. Prior to his current role, Christophe served as the Senior Vice President of Sales for Europe and E-Business and Brand Operations.

Christophe is highly committed to developing and empowering people, focusing particularly on fundamental leadership competencies like learning capability, people centricity and strategic agility. He is also a strong advocate for well-being, and was previously the executive sponsor for People with Disabilities.

Birthplace

Suresnes, France

Education

SKEMA Business School,
Lille, France, 1993

Date Joined P&G

November 1993

Year

Positions Held

2023	President, Go-To-Market, Greater China
2018	Senior Vice President, Sales , Europe and E-Business and Brand Operations
2014	Senior Vice President, France, Belgium & Netherlands
2012	Senior Vice President, Global Customers
2011	Vice President, Asia Corporate Market Strategy and Planning
2007	Vice President, Sales France
2006	Vice President, Europe Corporate Market Strategy and Planning
2004	Senior Director, Europe Baby Care Market Strategy and Planning

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Christophe Duron (cont'd)

Year	Recent Positions Held
2001	Senior Director, Sales France
1999	Director, Sales France
1997	Senior Manager, Leadership Development
1995	Senior Manager, Normandy-Brittany Units,
1993	France Manager, Sales Loire Atlantique