



# Benjamin Binot

**President - Global Oral Care**

Benjamin Binot serves as President of Procter & Gamble’s Global Oral Care business, leading a portfolio of iconic brands, including Crest and Oral-B. His role is pivotal to shaping the future of innovation across these renowned oral care products to help improve the oral health for millions of consumers.

Benjamin is a purpose-driven, people-first leader who fosters curiosity, agility, and openness in his teams to enable bold and innovative ideas that solve consumers problems in their everyday lives.

In 2002, Benjamin’s P&G career began in Finance and Accounting and included roles in sales, marketing across categories and regions. In 2017, he assumed a general management role leading market operations across P&G’s categories serving the France, Belgium, Luxembourg, and the Netherlands region.

In 2020, he was appointed Senior Vice President of P&G’s Oral Care business in Europe and assumed additional responsibilities in 2024 as global leader of the Oral-B power toothbrush business.

### **Birthplace**

Tours, France

### **Education**

INSEAD, The Ohio State University and Audencia

### **Date Joined P&G**

September, 2002

### **LinkedIn Profile**

### **Year**

### **Positions Held**

**2026**

President - Global Oral Care and North America Oral Care Operations

**2024**

SVP – OC Europe and Global Power

**2020**

SVP – Oral Care Europe

**2017**

SVP – France, Belgium, Luxembourg, Netherlands Market Operations

**2014**

Commercial-Operation VP – Fabric Care, Home Care, Baby Care, Feminine Care - France, Belgium, Netherlands

**2012**

Sales Senior Director, Carrefour France & Belgium

**2010**

F&A Senior Director – France Market-Operations

**2008**

Head of Financial Planning and Global Financial Communication for Shave Care – Boston – USA

**2002-2006**

F&A roles in market, plant or RBU