Benjamin Binot

President - Global Oral Care and North America Oral Care Market Operations

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, 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