



# Hesham Tohamy Abd El Hak

President – Baby Care

Hesham Tohamy Abd El Hak leads Procter & Gamble's Baby Care business, one of the company's largest categories, which includes Pampers, P&G's biggest brand, as well as household names such as Luvs and Dodot.

A visionary leader and creative brand builder, Hesham challenges what's possible—accelerating growth and transforming businesses and organizations financially, operationally, and culturally to deliver sustained value creation.

Hesham has had an international career that spans multiple categories—Fabric & Home Care, Beauty, Baby Care, and Feminine Care—with leadership positions in Europe, the Middle East, Asia Pacific, China, and North America.

Previously, Hesham served as the President of Feminine Care, where he led the business to disproportionate category growth and increased market share, while acquiring and successfully scaling This Is L and establishing leadership in the Naturals segment. He also spearheaded global citizenship programs such as Always #endperiodpoverty, #likeagirl, and the Tampax #timetotampax education campaign.

Hesham is a strong advocate for growing diverse talent and peak-performing teams that serve and delight consumers. He brings out the best in diverse perspectives—turning difference into a driver of faster progress, bolder creativity, and continuous success. He also builds transformational leadership and superior brand-building capabilities across organizations.

Outside of work, he pursues his passions, including visual arts and industrial design, and serves on the Board of Trustees of the Cincinnati Art Museum.

## Birthplace

Cairo, Egypt

## Year

2026

## Positions Held

President, Baby Care

## Education

The American University  
in Cairo, B.A. Business  
Administration, 1996

2022

President, Feminine Care

2018

Senior Vice President, Feminine Care, North America  
Brand Franchise Leader, Always Pads and Tampax

2016

Senior Vice President, Feminine Care, Greater China

## Date Joined P&G

June 6, 1997

2013

Marketing Director, Hair Care, APAC & IMEA

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