



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	Year	Positions Held
Cairo, Egypt	2026	President, Baby Care
Education	2022	President, Feminine Care
The American University in Cairo, B.A. Business Administration, 1996	2018	Senior Vice President, Feminine Care, North America Brand Franchise Leader, Always Pads and Tampax
Date Joined P&G	2016	Senior Vice President, Feminine Care, Greater China
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