



# Guy Persaud

**President, New Business**

Guy has three decades of experience across four continents, leading multi-billion-dollar global businesses, and transforming them to high growth. Throughout these roles, Guy delivered total shareholder return in complex, diverse business and cultural environments while building high-performance organizations.

In his current role as global president of new business at P&G, Guy is responsible for creating value for P&G by entering and disrupting markets with new-to-the-world brands. Under his leadership, Guy’s organization has successfully launched new businesses and created multiple new high-growth categories for the company.

Prior to this role, Guy delivered transformational growth across assignments in the US, Latin America, China, and Europe. This includes engineering a turnaround of P&G’s largest division in Latin America and reigniting the Greater China business to deliver three consecutive years of growth.

Guy believes deeply in creating a culture of innovation in which each individual can thrive. He champions bold, consumer-first product innovation and cutting-edge brand building. This includes creating a “best of both worlds” model that combines the agility, speed and challenger-mindset of a start-up with the capabilities and scale of a multinational. Guy operationalizes this by building a unique internal-external innovation ecosystem across Go-to-Market, Fast-Cycle Omnichannel/Digital/ AI capabilities, R&D, Supply Chain, and Regulatory. P&G Ventures refers to this as the Organization of the Future.

Beyond his work at P&G, Guy serves on the board of The Hershey Company, a global leader in the confectionary market. He recently also served as board director of Nordstrom, the largest premium fashion retailer in the US with over \$15B in annual revenue. Guy is a strong advocate for supporting local communities and serves as Board Chair of Cintrifuse Venture Capital, a startup accelerator and innovation hub fueling technology growth.

Guy joined P&G after earning his Master’s of Business Administration from McGill University, completed an internship from Copenhagen Business School, and holds a Bachelor’s in Economics. He currently resides in Cincinnati.

### **Birthplace**

Kingston, Ontario, Canada

### **Education**

McGill University  
M.B.A., International  
Finance & Marketing  
1995

Western University  
B.S., Finance &  
Economics 1992

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

May 29, 1995

### **LinkedIn Profile**

### **Year**

### **Positions Held**

2021	President, New Business
2014	Senior Vice President and Head of Brand, Fabric & Home Care, Latin America
2010	Vice President, Fabric & Home Care, Greater China
2008	Global Franchise Leader, Global Fabric Care Director, Fabric Care, US
2005	Director, Fabric Care, Western Europe
2003	Associate Director, Fabric Care, Canada
1999	Brand Manager, New Business Development, Global Home Care
1997	Brand Manager, Tide, Fabric Care, Canada
1995	Asst. Brand Manager, Folgers, Food & Beverage, Canada