



# Sundar G. Raman

## Chief Executive Officer – Fabric & Home Care & P&G Ventures

Sundar is the Chief Executive Officer of Procter & Gamble’s largest business sector, Fabric & Home Care, which includes many of P&G’s most-iconic brands: Tide, Ariel, Downy, Gain, Febreze, Swiffer - and represents about one-third of total company sales and net earnings. In this role, Sundar is responsible for delivering top- and bottom-line growth through innovation (R&D), a synchronized E2E supply chain, brand-building and sales. An enthusiastic innovator and change instigator, Sundar is known for transforming opportunities into inspiring results and fostering empowered organizations. This passion for building the future is reflected in his dual role as CEO of both Fabric & Home Care and P&G Ventures, the internal startup studio that combines startup agility with P&G’s world-class scale to create new, billion-dollar brands.

Sundar began his P&G career as a market analyst in India in 1998 and soon moved to the United States, where he worked in a variety of roles, from business intelligence to marketing, in P&G Beauty. In 2008, he joined North America Fabric Care to lead innovation and marketing, and in 2019 was appointed President Fabric Care North America and P&G Professional, expanding his responsibilities to Global Home Care in 2020. A visionary leader with broad expertise and a passion for innovation, Sundar has led a sustained track record of results, including Fabric Care’s unprecedented decade of balanced growth, and the launch of key innovations such as Tide Pods, Downy Unstopables and most recently Tide Evo. He continues to shape the future of the business through strategic initiatives, including the expansion into laundry services and the transformation of media planning and buying.

Committed to empowering people, Sundar fosters a culture built on learning, inclusion, trust, and accountability, creating agile and capable organizations. He served as Executive Sponsor for Equality & Inclusion for Fabric & Home Care and represented the Company on the National Underground Railroad Freedom Center Board.

### Birthplace

Palamaneri, Tamil Nadu, India

### Education

Harvard Business School, Building and Sustaining a Successful Enterprise Program, 2015

Indian Institute of Technology, B.Tech. Electrical and Electronics Engineering, 1996

Indian Institute of Management, Post-Grad Diploma in Management, 1998

### Date Joined P&G

June 1, 1998

### [LinkedIn Profile](#)

### Year

2025

2021

2020

2019

2015

2011

2008

2004

### Positions Held

Chief Executive Officer, Fabric & Home Care & P&G Ventures

Chief Executive Officer, Fabric & Home Care

President - Home Care and P&G Professional

President - Fabric Care, North America (NA) and P&G Professional, Global

Vice President, Fabric Care, NA

Brand Director, Fabric Care, NA

Associate Director, Innovation, Fabric Care, NA

Brand Manager, Head & Shoulders, NA

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# Sundar G. Raman (cont'd)

<b>Year</b>	<b>Positions Held - continued</b>
2002	Asst. Brand Manager, Infusium & Ethnic Hair Care, NA
2001	Sr. Manager, Global Consumer & Market Knowledge
1999	Global Business Analyst, Business Intelligence Services
1998	Associate Manager, Trends, Market Research, India

## **Affiliations and Activities**

Compass Group Board of Directors, Non-executive Director (2022 – Present)

American Cleaning Institute, Chairman of the Board (2017 – 2021)

National Underground Railroad Freedom Center – Cincinnati, Board Member (2016 – 2023)

Tide Services Advisory Board, Board Member

Findlay Market – Cincinnati, Board Member (2015 – 2018)

## **Recognition**

Multiple D&AD awards (2018)

Multiple Cannes awards (2014, 2017, 2018, 2019)

Grand Effie and Effie awards (2013, 2014, 2016, 2019)

Clio Gold Winner (2018)

Environmental Leader Product of the Year (2018)

Edison Silver Award in Sustainability (2017)