



MARCHOE NORTHERN

President, Fabric Care, North America and Tide Services

Marchoe Northern is President of Procter & Gamble's Fabric Care, North America business, which is the company's largest category and country combination. In her current role, Marchoe is responsible for several of the company's most iconic brands, including Tide, Downy and Gain. Prior to her time in Fabric Care, Marchoe led P&G's North America Home Care business, where she oversaw the successful launch of multiple products for the category, most notably Cascade Platinum Plus and the Swiffer Power Mop.

Having joined P&G in 1997, Marchoe began her career in manufacturing in Green Bay, Wisconsin. In 2003, she made a career transition into marketing, progressing in expertise management, including brand building, innovation development and qualification, communications and retail go-to-market plans. Her skills, business and organizational impact are significant, and her leadership is consistently sought after across business units and markets. Marchoe has been recognized internally as an equality and inclusion leader and externally as one of Ad Age's Leading Women. She lives in Cincinnati with her husband William and their four daughters.

Birthplace	Year	Recent Positions Held
Michigan, USA	2025	President, Fabric Care, North America and Tide Services
Education	2024	Senior Vice President, Fabric Care, North America and Tide Services
B.S Chemical Engineering University of Illinois, May 1997	2022	Senior Vice President, Home Care, North America
MBA - University of Chicago, March 2004	2019	Senior Vice President, Global Air & Surface Care Brand Franchise Leader
Date Joined P&G	2016	Vice President, Oral Care, North America
June 23, 1997	2010	Senior Brand Director, Oral Care, North America
LinkedIn Profile	2008	Brand Director, Swiffer, North America
	2005	Brand Director, North America SMO, Household Care Scale
	2003	Brand Manager, Bounty, North America
	2000	Operating Department Manager, Papermaking, Green Bay Plant
	1997	Line Manager, Papermaking, Green Bay Plant

Affiliations, Activities and Recognition

Board Member, Summit Country Day School

Affiliations, Activities and Recognition

African Ancestry Leadership Network, Executive Council Member
University of Illinois Foundation, Presidents Council Member
Easter Seals Redwood, Board of Trustees, Former Member