



FREDDY BHARUCHA

President, Personal Care

Freddy Bharucha leads Procter & Gamble’s global Personal Care business, which includes industry-leading billion-dollar and emerging brands. He represents an organization of 1,500 employees across functions, focused on serving diverse consumers with superior products. Prior to his current global leadership role, Freddy led North America Personal Care, enabling portfolio-wide growth across brands like Old Spice, Secret and Safeguard, as well as the successful expansion of Native into new channels and segments.

Across his career spanning leadership positions in every region P&G operates, Freddy has had a consistent track record of brand, business and organizational growth. Having worked within each category of P&G Beauty – personal care, skin care and hair care – he has played a critical role in its continued evolution, strengthening connections with consumers, retail partners and stakeholders.

Known as an inspiring and innovative leader, Freddy is passionate about helping brands and organizations reach their full potential. His people-first approach – keeping consumers and employees at the center – drives his impact within P&G and beyond. Freddy is recognized as an award-winning brand builder, thought leader serving as the Board Vice Chair of the Personal Care Products Council (PCPC), and an active champion of equality and inclusion for all.

Birthplace	Year	Recent Positions Held
Bombay, India	2024	President, Global Personal Care and North America Beauty Operations
Education Mumbai University, B.A. Commerce and Economics	2023	President, North America Personal Care and Beauty Operations
Indian Institute of Management, Calcutta, India M.B.A., 1995	2018	Senior Vice President and GM–Personal Care, North America and Global Brand Franchises
	2015	Senior Vice President and GM– P&G Skin and Personal Beauty Care, Greater China
Date Joined P&G May 1, 1995	2013	Senior Vice President, PGT Health Care Asia, India, Middle East, Africa
LinkedIn Profile	2011	Senior Vice President, Chief Marketing Officer – P&G-Teva Health Care, Asia, Middle East, Africa
	2009	Brand Vice President, Asia Hair Care
	2006	Brand Vice President, North America Hair Care
	2003	Senior Brand Director, Northeast Asia Hair Care

FREDDY BHARUCHA (cont'd)

Year	Recent Positions Held
2000	Brand Director, Global Hand Dish Design and Delivery
1999	Brand Director, Greater China, Fabric Care and Strategic Alliances
1997	Brand Director, New Business Development
1995	Associate Brand Director, Ariel and Strategic Alliances

Affiliations, Activities and Recognition

Zenlen Inc. (P&G acquisition of Native), Chairman of the Board

Personal Care Products Council, Board Vice Chair

Inspirational Leader in Equality and Inclusion Award Recipient, 2023

Shekar Mitra Diversity and Championship Award Recipient, 2022

Global Citizenship Inspirational Leadership Award Recipient, 2021

R.V. Goldstein Brand Building Award Recipient for Old Spice, 2019, 2020, 2021

Asia Top 50 Pioneer Marketers Award Recipient, 2012

Spikes Advertiser of the Year Award Recipient, 2012