



# Carolyn Tastad

**Group President, North America**  
**Global Sales Officer**  
**Executive Sponsor, Gender Equality**

Carolyn leads P&G's North America business and operations, which includes the U.S., Canada and Puerto Rico. North America is P&G's largest and most profitable region, accounting for nearly 45% of the company's net sales. Building on a track record of leading change to unlock growth in organizations and individuals, Carolyn has transformed P&G's operating model in the region, moving to a category-based approach supported by select, scaled regional capabilities required to give the categories competitive advantage. She works closely with the leaders of each of P&G's business units to ensure superior innovation and winning brand building plans for the market.

Carolyn also leads P&G's Sales function, guiding selling and go-to-market strategy and capability across all categories and regions. She works with our business units, sales teams and distributor partners to drive superior retail innovation and execution; delighting shoppers instore and online, while creating profitable growth for our retail partners.

Carolyn is known inside and outside P&G for her high standards, huge capacity and sense of curiosity—which enable her to see possibilities in even the biggest business challenges. Carolyn joined P&G as a IT analyst in Canada. During her 30+ years with the company, she has worked across P&G's full portfolio of brands, typically in sales and general management. She has led national, multinational and global organizations, living in Canada, United States and Switzerland.

Carolyn is a hands-on, authentic leader who is passionate about gender and intersectional equality in the workplace and the world. As executive sponsor for P&G's Gender Equality program, Carolyn actively leads efforts inside and outside P&G to tackle bias and build a world with equal voice and equal representation for all individuals.

## Birthplace

Saskatchewan, Canada

## Education

University of Saskatchewan  
B. Commerce Honors, 1983

## Date Joined P&G

June 6, 1983

## Year

## Positions Held

- 2019 Group President, North America, Global Sales Officer, and Executive Sponsor, Gender Equality
- 2016 Group President, North America and Executive Sponsor, Gender Equality
- 2015 Group President, North America
- 2014 Global Customer Business Development (CBD) Officer
- 2012 Vice President, Global Market Strategy and Planning

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## Carolyn Tastad (cont'd)

<b>Year</b>	<b>Positions Held</b>
2005	Vice President, Global Prestige Market Development Organization
2005	Vice President, North American MDO Gillette Integration Leader
2004	Vice President, CBD, Canada
2001	Manager, CBD, North Region, North America
1999	Director, CBD, Albertsons, USA
1997	Director, CBD, Fine Fragrances, Western Hemisphere
1995	Associate Director, CBD, Fine Fragrances, U.S.A.
1993	Associate Director, CBD, Cosmetics, U.S.A.
1993	District Manager, CBD, Special Assignment, U.S.A.
1990	District Manager, CBD, Shoppers Drug Mart, Canada
1989	District Manager, CBD, Health and Beauty, Canada
1988	Unit Manager, CBD, Health and Beauty, Canada
1987	Customer Service Manager, Ontario and Atlantic, Canada
1986	Special Assignment, Sales, Health and Beauty, Canada
1985	Systems Analyst, Management Systems, Canada
1983	Analyst, Management Systems, Canada

### **Affiliations and Activities**

Kellogg Company, Board of Directors

Grocery Manufacturers Association, Board of Directors

Cincinnati Museum Center, Board of Trustees

*Fortune's* Most Powerful Women: 2015, 2016, 2017, 2018