



Matthew S. Price

President – Home Care and P&G Professional

Matthew leads P&G’s Global Home Care sector, an \$8 billion business with tremendous value creation potential across categories and markets. The portfolio includes iconic brands such as Dawn, Cascade, Fairy, Mr. Clean, Swiffer and Febreze, which enable millions of people to keep their homes clean and healthy. Matthew also leads P&G Professional, which serves the foodservice, building, cleaning and maintenance industries across 39 countries with some of the world’s most trusted cleaning products.

Matthew joined P&G in 1987 in the U.K. as an assistant brand manager for Vicks. His experience spans P&G’s portfolio of brands, and he has held a variety of geographic leadership positions, including serving as President, Greater China, the company’s largest market by sales outside of North America. In his tenure, Matthew led the turn around of the Greater China business, step changing top- and bottom-line growth and building a resilient and thriving organization in the process.

Having lived and worked in the U.K., Greece, Romania, Switzerland, Russia and China, Matthew is a passionate champion of inclusive work environments. He leads the Equality & Inclusion program for Fabric and Home Care. Matthew is passionate about change management and go-to-market excellence, as well as sports activities that challenge his comfort zone. He is pragmatic and decisive and cares deeply about people and the organization.

Birthplace

Rochford, U.K.

Education

York University, U.K . B.A., Economics, 1987

Date Joined P&G

September 1, 1987

[LinkedIn Profile](#)

Year

Positions Held

2021	President, Home Care and P&G Professional
2019	President, Greater China
2015	President, Greater China, Selling & Market Operations
2010	Vice President, Baby Care, Western Europe and India, Middle East and Africa (IMEA)
2005	Vice President, Eastern Europe
2004	Vice President, Balkans
2001	General Manager, Balkans
1998	Marketing Director, Always, Pampers, Central and Eastern Europe
1995	Marketing Director, Always, Pampers, Greece
1994	Marketing Manager, Hair Care, U.K.

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Matthew S. Price (cont'd)

Year	Positions Held
1993	Brand Manager, Hair Care, U.K.
1991	Brand Manager, Head & Shoulders, U.K.
1990	Brand Manager, Healthcare, U.K.
1989	Assistant Brand Manager, Vidal Sassoon, U.K.
1987	Assistant Brand Manager, Vicks, U.K.