



Vittorio Cretella

Chief Information Officer

Vittorio Cretella is P&G's Chief Information Officer, responsible for every aspect of P&G's digital transformation. He is an experienced IT leader who is passionate about driving technological change and using data to improve consumer experience and deliver business value.

With a career spanning 35 years in the IT industry, Vittorio has amassed a wealth of experience and expertise in the consumer packaged goods sector across various international markets and distribution channels.

As global CIO at P&G, and earlier at Mars, Inc., Vittorio led numerous waves of digital transformation throughout a diverse and global business, championing the concept of data and AI as an essential asset for future growth and creating digital agility at scale by combining automation platforms with a talented and capable IT organization.

Vittorio served as advisor to Fortune 500 global companies on digital transformation roadmaps and evolution of IT capabilities and sits on Growth Advisory Boards of technology companies.

	Year	Positions Held
Birthplace Milan, Italy	2020	Chief Information Officer, P&G
Education ITIS Marconi Verona Computer Science	2018	Independent Advisor, VCAdvisory, LLC
Certifications Kellogg School of Mgmt.	2013	Chief Information Officer, Mars, Inc.
Date Joined P&G January 7, 2020	2009	Vice President, CIO, Wrigley, Mars, Inc.
	2002	Vice President, Chief Technology Officer, Mars, Inc.
	1999	IT Head of ATLAS, Global ERP Program, Mars, Inc.
	1998	IT Director, Europe, Sales & Marketing Solutions, Mars, Inc.
	1994	IT Director, France Petcare, Mars, Inc.
	1991	Business Systems Manager, Southern Europe, Mars, Inc.
	1990	Project Manager, Alcatel Cable SA, Milan, Italy
	1986	Technical Director, IBM Exclusive Agency
	1985	Senior Analyst Programmer, IBM Exclusive Agency