



Ma. Fatima D. Francisco

Chief Executive Officer, Baby, Feminine and Family Care

Ma. Fatima D. Francisco (Fama) leads P&G's second largest sector, global Baby, Feminine and Family Care with over \$20 billion in net sales. It consists of P&G's biggest brand, Pampers, as well as household names such as Always, Tampax, Luvs, Bounty, Charmin and Puffs.

A real trailblazer, Fama has achieved many firsts in her career, including: being the first female sales manager hired in P&G Philippines in 1989, amongst the youngest women promoted to President, and being the first Asian female Sector CEO in P&G's 187-year history.

Fama is a respected leader with a track record of turning around businesses. When spearheading North America Baby Care, she took the business to category share leadership for the first time in 20 years. While at the helm of Global Feminine Care, the company accelerated the growth of Always Discreet, P&G's first major category entry in a decade. Fama championed the global expansion of the iconic Always #LikeAGirl female empowerment campaign, recognized with more than 120 industry awards across all aspects of brand building. Fama became Baby & Feminine Care Sector CEO in 2019. In two years, under her forward-thinking and transformative leadership, the business returned to simultaneous sales and profit growth, and delivered the best sales results in over a decade a year later.

In 2021, Fama was given additional responsibility for Family Care, overseeing a quarter of P&G's total business.

An inspiring leader, Fama is a true role model known for championing gender and intersectional equality within P&G and beyond. She served as Gender Equality Executive Sponsor for the company between 2022-2023. Fama is also an advocate for mental health and leads her business with empathy and openness, building resilient teams who she empowers to reach their full potential.

Fama has four children and lives with her family in Cincinnati, Ohio.

Birthplace

Manila, Philippines

Education

University of the Philippines – B.S., Business Administration and Marketing, 1989

Date Joined P&G

April 1989

[LinkedIn Profile](#)

Year Positions Held

2021	Chief Executive Officer, Baby, Feminine and Family Care, and Executive Sponsor, Gender Equality (2022-23)
2019	Chief Executive Officer, Baby and Feminine Care
2018	President, Global Baby Care and Baby & Feminine Care Sector
2015	President, Global Feminine Care

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Ma. Fatima D. Francisco (cont'd)

Year	Positions Held
2015	Vice President and Brand Franchise Leader, Global Feminine Care
2011	Vice President, North America Baby Care
2008	General Manager, Global Baby Care Innovation
2005	Marketing Director, Global Baby Care Upstream Innovation and Global Baby Wipes
2002	Marketing Director, Global Baby Care, Developing Markets
2000	Marketing Director, Northeast Asia Baby Care
1989	Sales Manager, Central Manila District, Philippines

Affiliations, Activities and Recognition

HP, Board of Directors (2024 – Present)

Organon, Board of Directors (2021 –2024)

Fortune Most Powerful Women in American Business 2021: “One to Watch”

Fortune Top 50 Most Powerful Women International 2020, 2019, 2018

Ad Age, Women to Watch 2016

Financial Times, UPstanding 100 Executive Power List, 2016

National Diversity Council, Most Powerful and Influential Woman’s Award 2016

2015 Brand Innovators, Top Women to Watch

Philippine Marketing Association, National Agora Award for International Excellence

Bank of the Philippines, Excellence in International Business Awardee

YWCA Rising Star

Cincinnati Business Courier, “Forty Under 40”