



Marc Pritchard

Chief Brand Officer

Marc Pritchard is responsible for P&G's brand-building disciplines worldwide. He sets the Company's multi-billion-dollar media, marketing, and advertising strategies, and leads marketing innovations that guide communication and brand building for P&G's portfolio of trusted, quality brands.

Marc is a veteran of P&G for more than four decades, joining the company in 1982 as a cost analyst in the Paper Division, followed by a move into marketing in 1987 on the Sure antiperspirant/deodorant brand. He has 20+ years of progressive experience in the Beauty and Personal Care categories which earned his appointment to president of Global Cosmetics and Personal Care in 2003. Known for his pioneering approach to product, commercial, and operational innovation, Marc served as president of Global Strategy for two years, driving expanded productivity for P&G. He was appointed P&G's chief marketing officer in 2008.

As P&G's top brand builder, Marc believes in the power of brands to serve people with superior-performing products, while being both a force for growth and a force for good through community impact, equality and inclusion, and environmental sustainability. He continually leads P&G's brand-building reinvention and is a leading voice in the media, marketing, and creative industry.

Birthplace

Oakland, California, U.S.A.

Education

Indiana University,
Bloomington
B.S., Finance, 1982

Date Joined P&G

May 17, 1982

[LinkedIn Profile](#)

Year

Positions Held

2014	Chief Brand Officer
2009	Global Brand Building Officer
2008	Global Marketing Officer
2006	President, Global Strategy, Productivity & Growth
2004	President, Global Cosmetics, Global Deodorants, Old Spice and Global Retail Hair Colorants
2003	President, Global Cosmetics & Personal Care
2002	Vice President, Global Cosmetics & Personal Care
2000	Vice President, Cosmetics, Global Design and North America/Latin America Profit
1999	Vice President, Cosmetics, North America and Latin America

Continued...

Marc Pritchard (cont'd)

Recognition

2024
American Advertising Federation Hall of Fame

2022
American Marketing Association Hall of Fame
Forbes CMO Hall of Fame

Association of National Advertiser's American Education Federation Lifetime Achievement Award

National Association of Black-Owned Broadcasters Corporate Impact Award
MediaPost Executive of the Year

2021
We Are All Human Hispanic Star Award
INvolve OUTstanding Top 50 LGBTQ+ Ally Executive of the Year

ADCOLOR Catalyst
Campaign US Top 50 CMO

Adweek Performance Marketer of the Year
Business Insider Top 25 CMO, 2016-2021

2020
World Federation of Advertisers Global Marketer of the Year

INvolve OUTstanding Top 50 LGBTQ+ Ally Executive

Cannes Lions P&G #1 Brand Marketer of the Decade

Adweek Brand Genius and Grand Brand Genius

2019
Ad Club of New York Industry Legend
Adweek + ADCOLOR Champion
International Advertising Association Golden Compass Award
UJA Federation of New York Global Marketing Leadership Award

Advancing Diversity Hall of Honors

The Holmes Report Influence 100

Advertising Age #1 Power Player 2008, 2009, 2016, 2017, 2019

2018/2017

Vital Voices Solidarity Award

Mobile Marketing Magazine, Mobile Marketer of the Year

Interactive Advertising Bureau Executive of the Year

Marketing Week Marketer of the Year

Marketing Dive Executive of the Year

Year

1996

1996

1994

1993

1992

1990

1989

1988

1988

1986

1985

1984

1982

1982

Positions Held

Vice President and General Manager, Cosmetic & Fragrance Products, U.S.A.

General Manager, Special Assignment (Corporate Information Technology Strategy)

General Manager, Skin Care Products

Marketing Director, Oral Care Products

Associate Advertising Manager, Oral Care Products

Associate Advertising Manager, Hair Care Products

Brand Manager, Secret Antiperspirant & Deodorant

Assistant Brand Manager, Sure Antiperspirant & Deodorant

Associate Director, Comptroller's Division (Business Strategies)

Corporate Financial Analyst, Comptroller's Division

Senior Financial Analyst, Tissue Products, Paper Division

Profit Forecaster, Paper Division

Manager, Mehoopany Plant Accounting

Cost Analyst, Paper Division

Affiliations and Activities

Association of National Advertisers, Chairman of the Board

Vital Voices Board of Directors Member

Ad Council Board of Directors, Member and Former Chairman of the Board

American Advertising Federation, Advertising Hall of Fame, Former Vice Chairman

Indiana University Kelley School of Business, Dean's Council

World Trade Center Institute of Baltimore, Board of Directors

Personal Care Products Council Board of Directors, Former Member and Chairman of the Board