



KIRTI SINGH

Chief Analytics, Insights & Media Officer

Kirti Singh leads P&G’s global Consumer Market Knowledge (CMK) organization, Analytics and Insights and Global Media group in leveraging cutting-edge data, analytics, behavioral science and visualization to discover consumer, shopper and market insights—and transform them into actionable outputs that drive growth of P&G’s global product portfolio. Under Kirti’s leadership, CMK has become an invaluable partner in shaping the direction of our ten product categories to grow brands, guide strategies and portfolio choices, and design in-market executions.

Since joining P&G in 1993 as a CMK manager in India, Kirti has held numerous leadership positions across P&G businesses, including Beauty Care, Feminine Care, Health Care and Grooming. He has worked across many geographies including India, China, Singapore and the U.S.

Outside of P&G, Kirti lends his expertise to academia and the public sector to foster development in the areas of consumer insights and research.

Birthplace

Chamba, India

Year

2018

Recent Positions Held

Chief Analytics and Insights Officer

Education

Malaviya Regional Engineering College, India, B.S., 1988

2014

Vice President, Global Consumer & Market Knowledge (CMK)

2013

Vice President, Global Health & Grooming and Pet Care, CMK

XRLI, India, M.B.A., 1992

2009

Vice President, Asia Market Development Organization CMK

Date Joined P&G

December 1, 1993

2006

Manager, Gillette-Blades & Razors CMK

2003

Director, Global Fem Care CMK

2003

Associate Director, North America Fem Care CMK

2000

Associate Director, Global Personal Cleansing Care CMK

KIRTI SINGH (cont'd)

| Year | Recent Positions Held |
|-------------|---|
| 1998 | Senior Manager, Personal Beauty Care CMK and Market Measurements, China |
| 1996 | Manager, Personal Care Cleansing CMK, Asia and China |
| 1995 | Manager, Laundry CMK, China |
| 1993 | Manager, Laundry CMK, India |

Affiliations, Activities and Recognition

The Advertising Research Foundation (ARF), Board of Trustees

The Advertising Research Foundation (ARF), Board of Directors