



R. Alexandra (Alex) Keith

Chief Executive Officer, Beauty
Executive Sponsor, Corporate Sustainability
Executive Sponsor, LGBTQ+ Equality

As the only female CEO of a top 5 beauty company, Alex Keith leads Procter & Gamble’s global Beauty business: the world’s 4th largest beauty company, with a \$15 billion portfolio that includes six brands with more than \$1 billion in annual sales: Head & Shoulders, Pantene, Olay, SK-II, Safeguard and Old Spice.

Since taking leadership of P&G’s Beauty portfolio in 2017, Alex has driven the sector’s turnaround, stemming 7 years of decline with 7 consecutive years of top-line growth. In 2022, Alex spearheaded P&G Beauty’s portfolio expansion with creation of a Specialty Beauty division, helping P&G better reach consumers in the prestige beauty segment with acquired brands like OUI and First Aid Beauty.

As Executive Sponsor for Corporate Sustainability, Alex works alongside P&G’s Chief Sustainability Officer to guide the Company’s sustainability progress, including programs like Ambition 2030 that have resulted in creation of P&G’s Climate Transition Action Plan (2021) and Plan for a Water Positive Future (2022). This builds from Alex’s establishment in 2019 of Responsible Beauty, a systems-thinking-based platform embedded across P&G Beauty’s global operations.

During Alex’s 34 years with P&G, she has worked in Product Supply, Brand Management and General Management, spanning multiple business categories including Fabric Care and Beauty, and in the North America, Asia, and Europe regions. A passionate brand builder and intuitive, strategic business leader, Alex led category transforming innovations like Olay Complete Facial Moisturizer, Old Spice Body Wash, and Secret Clinical Strength early in her career. As Senior Vice President of North America Fabric Care, Alex led the overall strategy development, design, and launch execution of two new-to-the-world product forms: unit dose laundry detergents (Tide Pods and Gain Flings) and in-wash scent boosters (Downy Unstopables), which have since contributed several billion dollars of sales and value creation. In 2020, Alex was elected to Thermo Fisher Scientific’s Board of Directors.

A native of Pittsburgh, Pennsylvania, Alex holds a Bachelor of Science in Chemical Engineering from the University of Arizona. She lives in Geneva, Switzerland with her husband, Chris Keith.

Birthplace

Heidelberg, Germany

Education

University of Arizona, B.S.
Chemical Engineering, 1989

Date Joined P&G

October 1, 1989

[LinkedIn Profile](#)

Year Positions Held

2021	Chief Executive Officer, Beauty Executive Sponsor, Corporate Sustainability
2019	Chief Executive Officer, Beauty
2017	President, Global Hair Care and Beauty Sector
2014	President, Global Skin and Personal Care

R. Alexandra (Alex) Keith (cont'd)

Year	Positions Held
2013	Vice President, Fabric Care, North America and Brand Franchise Leader, Downy-Lenor, and Sector Brand Building Organization Leader
2011	Vice President, Fabric Care, North America and Brand Franchise Leader, Downy-Lenor
2010	Vice President, North America Fabric Care
2009	Vice President, Beauty and Grooming Breakthrough Design Team
2006	General Manager, Deodorants/Male Personal Care, Global Design and North America, Old Spice Franchise Leader
2003	Marketing Director, Global Deodorants
2000	Marketing Director, North America Personal Cleansing
1998	Brand Manager, Olay Body Care
1995	Assistant Brand Manager, Olay Facial Care
1995	Team Leader, Skin Care Logistics, Product Supply
1994	Department Manager, Skin Care Logistics, Product Supply
1991	Manager, Contract Manufacturing Logistics, Product Supply
1989	Team Manager, Product Supply

Affiliations and Activities

WWD Beauty Inc CEO of the Year, 2021

Thermo Fisher Scientific, Board of Directors, 2020 - present

Fortune's Top 50 Most Powerful Women, 2017, 2018, 2019, 2020, 2021

Cosmetic Executive Women Leadership Excellence Award, 2019

Cosmetic Executive Women, Board; 2016-2022; Member 2002-present

Personal Care Products Council, Board of Directors, 2015-2022

National Underground Freedom Center, Board of Directors, 2012-2016

American Cleaning Institute, Board of Directors, 2012-2014

Go Vibrant, Board of Directors, 2011-2014

Cosmetic Executive Women Achievers Award, 2010

P&G Corporate Fine Arts Fund, Campaign Chair, 2009-2010

Girls on the Run of Cincinnati, Board of Directors, Development Co-Chair, 2008-2015

Advertising Age "Women to Watch," 2006

Cincinnati Ballet, Board of Directors, 2002 and 2007