



OYA ONGOR

President - IMETA

Oya Öngör leads Procter & Gamble's India, Middle East, Türkiye, and Africa (IMETA) region, a dynamic and diverse business spanning 71 countries and serving almost 2 billion consumers. Covering markets at different stages of development, the region represents significant long-term growth opportunity and a fast-evolving retail and business environment. In her role, Oya focuses on driving sustainable growth by winning across established and growing markets, strengthening retail partnerships, and building brands.

With broad P&G experience across categories, geographies, and leadership assignments, Oya has built a career spanning brand-building and business leadership roles across Laundry Detergents, Oral Care, Feminine Care, Adult Incontinence, and Home Care. Her responsibilities have covered Türkiye, Central and Eastern Europe, the Middle East, Africa, and Europe. She has led regional and European businesses, driven marketing and commercial transformation, and played a key role in acquisition integration. In July 2026, she was appointed to lead the IMETA region, following her role as Senior Vice President for P&G Türkiye, Caucasus, and Central Asia.

Her leadership is grounded in a deep passion for understanding consumers and responding to their evolving needs, particularly in times of uncertainty and change. She believes businesses succeed when leaders stay close to consumers and understand their needs, pressures, and expectations. Drawing on her deep understanding of emerging markets, Oya advocates consumer closeness, local mastery, and disciplined growth. She is also deeply committed to environmental sustainability and to supporting the delivery of P&G's commitments in this area, a focus that strongly reflects her personal values. She is a passionate runner, who has participated several times to Geneva Marathon as part of P&G's running team.

Birthplace	Year	Recent Positions Held
Adana /Türkiye	2026	President, IMETA
Education	2025	Senior Vice President P&G Türkiye, Caucasus, and Central Asia
Bogazici University, Business Administration	2020	Senior Vice President Europe Homecare
1999	2015	Senior Marketing and Commercial Director Homecare Europe
Dokuz Eylül University Industrial Engineering	2011	Marketing and Commercial Director Adult Incontinence, A&A Acquisition Integration leader
1997	2007	Marketing Director Feminine Care, Pantyliners Global Design
Date Joined P&G	2005	Senior Brand Manager Femininecare, Central and Eastern Europe Middle East Africa
November 1, 1999	2003	Brand Manager Feminine Care Turkey
LinkedIn Profile (hyperlink)	2001	Brand Manager Oralcare Turkey
https://www.linkedin.com/in/oya-%C3%B6ng%C3%B6r-05613aa/	1999	Brand Manager Laundry Detergents Turkey