



# Artur (Litar) Litarowicz

*President, Personal Care & North America Beauty Operations*

Litar leads Procter & Gamble's global Personal Care business, which includes industry-leading billion-dollar and emerging brands such as Old Spice, Secret, Native, Ivory and Safeguard. He represents an organization of 1,500 employees across functions, focused on serving diverse consumers with superior products.

Since 2021, Litar has been the Senior Vice President for Procter & Gamble's Beauty Care division in Europe, where he oversees a robust \$2 billion portfolio that includes globally acclaimed brands such as Pantene, the world's #1 hair care brand, Head & Shoulders, Olay, Herbal Essences, Aussie, and Old Spice. Litar has driven impressive portfolio growth, reaching over 100 million households with innovative products that enhance consumers' lives every day.

With a career at P&G that began in 1996, Litar has amassed extensive experience across various roles and regions, including significant positions in Poland, Switzerland, and Singapore. In addition to Beauty, he has worked with esteemed brands like Pampers, Ariel, Fairy, and Always. He is known for his ability to develop innovative and highly effective models and brand strategies, consistently placing the consumer at the heart of decision-making.

Born in Poland, Litar holds a Master's Degree in Economics from the University of Wroclaw. He is multilingual, fluent in Polish, English and French.

Litar is relocating to Cincinnati, Ohio, with his wife. His family shares a passion for adventure, including sailing, scuba diving, climbing, and reading.

Birthplace	Year	Positions Held
Poland	1996	Senior Financial Analyst Baby Care & Fem Care (Poland)
Current Residence Geneva, Switzerland	1998	Assistant Brand Manager Vizir (Poland)
	1999	Brand Manager Lenor, Ace, Fairy, Mr. Proper, Commet (Poland)
Education University of Wroclaw, Master Degree in Economics	2000	Brand Manager Pampers (Poland & Baltics)
	2001	Associate Marketing Director Baby & Fem Care (Poland & Baltics)
	2004	Marketing Director Baby, Fem Care & Shopper Marketing (Poland & Baltics)
	2005	Marketing Director Baby Care CEEMEA & Global Baby Basic Developed Markets Product Line Leader (Switzerland)
Languages Polish, English, French	2010	General Manager, CEEMEA Baby Care (Switzerland)
	2012	Vice President, Global Pampers Brand Franchise Leader & Paper Sector Brand Building Organization Leader (Singapore)
Passion Sailing, Scuba Diving, Climbing & Reading	2016	Senior Vice President, Hair Care Europe (Switzerland)
	2021	Senior Vice President, P&G Beauty Europe (Switzerland)
	2025	President, Personal Care & North America Beauty Operations