



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

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 Positions Held

1996 Vice President and General Manager, Cosmetic & Fragrance Products, U.S.A.

1996 General Manager, Special Assignment (Corporate Information Technology Strategy)

1994 General Manager, Skin Care Products

1993 Marketing Director, Oral Care Products

1992 Associate Advertising Manager, Oral Care Products

1990 Associate Advertising Manager, Hair Care Products

1989 Brand Manager, Secret Antiperspirant & Deodorant

1988 Assistant Brand Manager, Sure Antiperspirant & Deodorant

1988 Associate Director, Comptroller's Division (Business Strategies)

1986 Corporate Financial Analyst, Comptroller's Division

1985 Senior Financial Analyst, Tissue Products, Paper Division

1984 Profit Forecaster, Paper Division

1982 Manager, Mehoopany Plant Accounting

1982 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