



FREDDY BHARUCHA

President, North America Personal Care and Beauty Operations

Freddy leads P&G's North America Personal Beauty Care franchises as well as the Company's North America Beauty Scale operations. This includes a portfolio of iconic brands such as Old Spice, Secret, Olay, Ivory, Native, Safeguard and Gillette Body.

Freddy is a veteran P&G leader, with nearly 30 years of experience spanning multiple categories including Beauty, Health, Fabric and Home Care. He has lived and worked across a range of global markets including Asia-Pacific, Europe, North America, India-Middle East Africa, Greater China and Latin America.

Known as an inspiring, passionate, and innovative leader, his impact extends to the broader P&G enterprise as a leader who champions equality, diversity and inclusion for all.

Birthplace

Bombay, India

Education

Mumbai University, B.A. Commerce and Economics

Indian Institute of Management, Calcutta, India
M.B.A., 1995

Date Joined P&G

May 1, 1995

LinkedIn Profile

Year

2023

2018

2015

2013

2011

2009

2006

2003

2000

1999

1997

1995

Recent Positions Held

President–North America Personal Care and Beauty Eco-System

Senior Vice President and GM–Personal Care, North America and Global Brand Franchises

Senior Vice President and GM– P&G Skin and Personal Beauty Care, Greater China

Senior Vice President, PGT Healthcare Asia, India, Middle East, Africa

Senior Vice President, Chief Marketing Officer – P&G-Teva Health Care, Asia, Middle East, Africa

Brand Vice President, Asia Hair Care

Brand Vice President, North America Hair Care

Senior Brand Director, Northeast Asia Hair Care

Brand Director, Global Hand Dish Design and Delivery

Brand Director, Greater China Fabric Care and Strategic Alliances

Brand Director, New Business Development

Associate Brand Director, Ariel and Strategic Alliances

Affiliations, Activities and Recognition

Zenlen Inc. (P&G acquisition with Native brand franchise, Chairman of the Board)

Personal Care Products Council, Board Member

Inspirational Leader in Equality and Inclusion Award Recipient, 2023

Shekar Mitra Diversity and Championship Award Recipient, 2022

Global Citizenship Inspirational Leadership Award Recipient, 2021

R.V. Goldstein Brand Building Award Recipient for Old Spice, 2019, 2020, 2021

Asia Top 50 Pioneer Marketers Award Recipient, 2012

Spikes Advertiser of the Year Award Recipient, 2012