



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.

Litar began his career at P&G in 1996 and has amassed extensive experience across various roles and regions, including significant positions in Poland, Switzerland, and Singapore. He successfully led P&G's Beauty business in Europe for nine years, driving impressive growth and reaching over 100 million households with a portfolio of brands. He has worked with esteemed brands like Pampers, Ariel, Fairy, and Always. Litar 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

Poland

Current Residence

Cincinnati, Ohio

Education

University of Wroclaw,
Master Degree in
Economics

Languages

Polish, English, French

Date Joined P&G

April 23, 1996

Passion

Sailing, Scuba Diving,
Climbing & Reading

Year

2025

2016

2012

2010

2005

2001

1999

1996

Positions Held

President, Personal Care & North America Beauty Operations

Senior Vice President, P&G Beauty Europe (Switzerland)

Vice President, Global Pampers Brand Franchise Leader & Paper Sector Brand

Building Organization Leader (Singapore)

General Manager, CEEMEA Baby Care (Switzerland)

Marketing Director Baby Care CEEMEA & Global Baby Basic Developed

Markets Product Line Leader (Switzerland)

Marketing Director Baby, Fem Care & Shopper Marketing (Poland & Baltics)

Brand Manager Lenor, Ace, Fairy, Mr. Proper, Commet (Poland)

Senior Financial Analyst Baby Care & Fem Care (Poland)