



FREDDY BHARUCHA

Chief Executive Officer, Beauty

Freddy Bharucha leads Procter & Gamble's global Beauty business: the world's 4th largest beauty company, with a \$15 billion portfolio of products in daily-use categories where performance drives brand choice. This includes Pantene, the world's largest hair care brand; Head & Shoulders, the world's largest shampoo brand; Olay, the fifth largest skin care brand in the world, as well as iconic beauty brands Old Spice, Safeguard, Secret and SK-II. Prior to this role, Freddy led Personal Care, enabling portfolio-wide growth across brands like Old Spice, Secret and Safeguard, as well as the successful expansion of Native into new channels and segments.

Across his career spanning leadership positions in every region P&G operates, Freddy has had a consistent track record of brand, business and organizational growth. Having worked within each category of Beauty – personal care, skin care and hair care – he has played a critical role in its continued evolution, strengthening connections with consumers, retail partners and stakeholders.

Known as an inspiring and innovative leader, Freddy is passionate about helping brands and organizations reach their full potential. His people-first approach – keeping consumers and employees at the center – drives his impact within P&G and beyond. Freddy is recognized as an award-winning brand builder and an active champion of equality and inclusion for all.

Freddy lives in Geneva, Switzerland, with his wife. His family shares a passion for music, traveling and spending time with their yellow labrador, Toffee.

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

2025

2023

2018

2015

2013

2011

2009

Recent Positions Held

Chief Executive Officer, Beauty

President, Personal Care and North America
Beauty Operations

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 Health Care 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

FREDDY BHARUCHA (cont'd)

Year	Recent Positions Held
2006	Brand Vice President, North America Hair Care
	Senior Brand Director, Northeast Asia Hair Care
2003	
2000	Brand Director, Global Hand Dish Design and Delivery
1999	Brand Director, Greater China, Fabric Care and Strategic Alliances
1997	Brand Director, New Business Development
1995	Associate Brand Director, Ariel and Strategic Alliances

Affiliations, Activities and Recognition

- Zenlen Inc. (P&G acquisition of Native), Chairman of the Board
- Personal Care Products Council, Board Vice Chair, 2023-2025
- 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