



# Carolyn Tastad

**Group President,  
North America Selling & Market Operations  
Executive Sponsor, Gender Equality**

Carolyn is responsible for P&G’s business in North America, the company’s largest and most profitable region, which includes the United States, Canada and Puerto Rico. Carolyn manages P&G’s relationship with many of the company’s largest retail customers, and works closely with the leaders of each of P&G’s business units to deliver superior consumer and retailer value in today’s dynamic retail environment.

Carolyn joined P&G in 1983 as a systems analyst in Canada and has experience across P&G’s broad portfolio of brands, holding a variety of positions with national, multinational and global responsibilities in Canada, the United States and Europe. She was appointed Group President, P&G North America, in January 2015. Prior to that, she held the position of Global Customer Business Development Officer, responsible for leading P&G’s Sales organization across all categories and regions.

Carolyn is passionate about diversity and inclusion. She is executive sponsor of P&G’s Gender Equality citizenship effort and leads P&G’s Corporate Women’s Leadership Team.

## Birthplace

Saskatchewan, Canada

## Year

2016

## Positions Held

Group President, North America Selling & Market Operations and Executive Sponsor, Gender Equality

## Education

University of Saskatchewan  
B. Commerce Honors, 1983

2015

Group President, North America Selling & Market Operations

## Date Joined P&G

June 6, 1983

2014

Global Customer Business Development (CBD) Officer

2012

Vice President, Global Market Strategy and Planning

2005

Vice President, Global Prestige Market Development Organization (MDO)

2005

Vice President, North American MDO Gillette Integration Leader

2004

Vice President, CBD, Canada

2001

Manager, CBD, North Region, North America

1999

Director, CBD, Albertsons, U.S.A.

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## Carolyn Tastad (cont'd)

Year	Positions Held
1997	Director, CBD, Fine Fragrances, Western Hemisphere
1995	Associate Director, CBD, Fine Fragrances, U.S.A.
1993	Associate Director, CBD, Cosmetics, U.S.A.
1993	District Manager, CBD, Special Assignment, U.S.A.
1990	District Manager, CBD, Shoppers Drug Mart, Canada
1989	District Manager, CBD, Health and Beauty, Canada
1988	Unit Manager, CBD, Health and Beauty, Canada
1987	Customer Service Manager, Ontario and Atlantic, Canada
1986	Special Assignment, Sales, Health and Beauty, Canada
1985	Systems Analyst, Management Systems, Canada
1983	Analyst, Management Systems, Canada

### Affiliations, Activities and Recognition

Kellogg Company, Board of Directors

Grocery Manufacturers Association, Board of Directors

Cincinnati Museum Center, Board of Trustees

*Fortune's* Most Powerful Women: 2015, 2016, 2017