



# Loïc Tassel

**President,  
Europe Selling & Market Operations**

Loïc Tassel leads P&G’s business across 57 countries in Europe, serving more than 850 million consumers. He is responsible for nearly a quarter of company sales and profit and one-third of P&G’s global workforce, operating across 33 P&G manufacturing sites and four global Research & Development centers in the region.

Loïc leverages his knowledge of consumers, customers, competitors and the dynamic retail environment to lead P&G’s rapidly growing e-commerce business in the region, and to drive new models of responsible and sustainable consumption in Europe across the company’s operations, products and packaging.

Since joining P&G in 1988 as an assistant brand manager in France, Loïc has spent his career developing winning organizations, building global brands and growing businesses across P&G’s brand portfolio and global operations. Prior to his current role, Loïc served as vice president for Shave Care in Europe and India, Middle East and Africa, leading one of P&G’s biggest businesses worth more than \$2.5 billion in revenue across 135 countries.

### Birthplace

Saint-Brieuc, France

### Year

2017

### Positions Held

President, Europe Selling and Market Operations (SMO)

### Education

HEC (Hautes Études  
Commerciales), Paris, 1988

2014

Vice-President, P&G Shave Care (Gillette & Venus),  
Europe & India, Middle East and Africa

2013

Vice-President, France, Belgium & Netherlands SMO

2008

Vice-President, France SMO

### Date Joined P&G

September 1, 1988

2005

General Manager, North West Africa SMO

2000

Marketing Director, Home Care WE Regional Business Unit,  
Geneva

1998

Marketing Director, Fabric & Home Care and Beauty Care,  
Nordic SMO

1996

Marketing Manager, Fabric & Home Care, Nordic SMO

1994

Marketing Manager, Baby Care, France SMO

1993

Brand Manager, Baby Care, France SMO

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## Loïc Tassel (cont'd)

Year	Positions Held
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1991	Brand Manager, Household Cleaners, France SMO
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1988	Assistant Brand Manager, Laundry, France SMO
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### Affiliations and Activities

AIM – European Branded Goods Association, Board Member

Swiss AmCham (American Chamber of Commerce), Board Director

LEAD Europe, CEO Advisory Board, Member

Saint Petersburg Graduate School of Management, Advisory Board, Member