



# Marc Pritchard

Chief Brand Officer

Marc Pritchard is responsible for P&G's brand building disciplines worldwide. He sets the Company's multi-billion-dollar media, marketing and advertising strategies, and leads marketing innovations that guide communication and brand building for P&G's portfolio of trusted, quality brands.

Marc is a veteran of P&G for more than three decades, joining the company in 1982 as a cost analyst in the Paper Division, followed by a move into marketing in 1987 on the Sure anti-perspirant/deodorant brand. He has 20+ years of progressive experience in the Health & Beauty categories which earned his appointment to president of Global Cosmetics and Personal Care in 2003. Known for his pioneering approach to product and operational innovation, Marc also served as president of Global Strategy for three years, driving sustainable growth and expanded productivity for P&G. He was appointed P&G's chief marketing officer in 2008.

As P&G's top brand builder, Marc believes in the power of brands to serve people with the best-performing products, while also being a force for good through ethics and responsibility, community impact, diversity and inclusion, gender equality and environmental sustainability. He continually leads P&G's brand building reinvention and is a leading voice in the media, marketing and creative industry.

## Birthplace

Oakland, California, U.S.A.

## Education

Indiana University,  
Bloomington, B.S., Finance,  
1982

## Date Joined P&G

May 17, 1982

## Year

## Positions Held

2014	Chief Brand Officer
2009	Global Brand Building Officer
2008	Global Marketing Officer
2006	President, Global Strategy, Productivity & Growth
2004	President, Global Cosmetics, Global Deodorants, Old Spice and Global Retail Hair Colorants
2003	President, Global Cosmetics & Personal Care
2002	Vice President, Global Cosmetics & Personal Care
2000	Vice President, Cosmetics, Global Design and North America/Latin America Profit
1999	Vice President, Cosmetics, North America and Latin America

*Continued...*

# Marc Pritchard (cont'd)

## Recognition

*Advertising Age* #1 Power Player, Marketing Industry Worldwide, 2008, 2009, 2017

Executive of the Year, Interactive Advertising Bureau, 2017

*Marketing Week*  
Marketer of the Year, 2017

*Marketing Dive*  
Executive of the Year, 2017

*Advertising Age*  
Most Powerful Marketer, 2016

Medal of Honor,  
American Cancer Society

## Year

## Positions Held

1996	Vice President and General Manager, Cosmetic & Fragrance Products, U.S.A.
1996	General Manager, Special Assignment (Corporate Information Technology Strategy)
1994	General Manager, Skin Care Products
1993	Marketing Director, Oral Care Products
1992	Associate Advertising Manager, Oral Care Products
1990	Associate Advertising Manager, Hair Care Products
1989	Brand Manager, Secret Anti-Perspirant & Deodorant
1988	Assistant Brand Manager, Sure Anti-Perspirant & Deodorant
1988	Associate Director, Comptroller's Division (Business Strategies)
1986	Corporate Financial Analyst, Comptroller's Division
1985	Senior Financial Analyst, Tissue Products, Paper Division
1984	Profit Forecaster, Paper Division
1982	Manager, Mehoopany Plant Accounting
1982	Cost Analyst, Paper Division

## Affiliations and Activities

Association of National Advertisers, Chairman of the Board

Ad Council Board of Directors, Member and Former Chairman of the Board

American Advertising Federation, Advertising Hall of Fame, Former Vice Chairman

Indiana University Kelley School of Business, Dean's Council

World Trade Center Institute of Baltimore, Board of Directors

Personal Care Products Council Board of Directors, Former Member and Chairman of the Board