



Markus Strobel

President - Skin & Personal Care

Markus Strobel is responsible not only for one of the fastest-growing business units in P&G, but also for navigating the challenges of a highly-specialized marketplace and bringing true utility of products to all consumers. Presiding over a diverse portfolio of industry-leading and emerging brands—including SK-II, Olay, Snowberry, Safeguard, Old Spice, Secret, Native and Ivory—Markus has been instrumental in upending traditional paradigms of beauty and personal care through models that leverage technology to make products accessible to more consumers.

Markus started at P&G in 1991 in Home Care and quickly transitioned to Beauty & Grooming, where he has established brands across fine fragrances, hair care, grooming and skin care. Following the tremendous turn-around of SK-II from a multi-year decline to sustained growth—to ultimately become Asia’s #1 prestige skin care brand—he was appointed to his current post in 2017. Under his leadership, the global Skin & Personal Care business significantly accelerated to achieve disproportionate growth.

Markus’ unique approach to brand building is informed by a passion for the study of human behavior, the latest in technological applications and an understanding that brands can only succeed when they are constructively disruptive. Through his experience, creativity and lateral thinking, Markus has helped to change the rules of the beauty and personal care industry, and has established himself as a thought leader in meeting the evolving needs of today’s—and tomorrow’s—beauty consumer.

Birthplace	Year	Positions Held
Germany	2017	President – Skin & Personal Care
Education	2012	Vice President, Brand Franchise Leader, SK-II
University of Pforzheim Germany, Honours Degree	2009	Vice President, Brand Franchise Leader, Braun
Indiana University Kelly School of Business, M.B.A.	2004	General Manager, Global Luxury Fragrances
Date Joined P&G	2002	Marketing Director, Pantene and Clairol Hair Care, LA
July 1, 1991	2001	Marketing Director, Fine Fragrances, Global Design, Western Europe Delivery, Switzerland
	1997	Marketing Director, Fine Fragrances, Global Design, UK
	1994	Brand Manager, Health Care, Germany; Austria; Switzerland

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Markus Strobel (cont'd)

Year	Positions Held
1993	Assistant Brand Manager, Oral Care, Blend-a-Dent, Germany
1992	Brand Assistant, Laundry & Cleaning, Mr. Clean, Germany