



Sundar G. Raman

President - Fabric Care, North America and P&G Professional, Global

Sundar is president of P&G’s North American (NA) Fabric Care and global Professional businesses, managing a portfolio of over \$7.5 Billion in sales. In Fabric Care, Sundar leads P&G’s flagship business of iconic brands such as Tide, Downy and Gain, enabling the lives of millions of people to revolve a little less around their laundry. P&G Professional serves foodservice, building, cleaning and maintenance industries across 39 countries with some of the world’s most trusted cleaning products. As an enthusiastic innovator and change instigator, Sundar transforms opportunities into inspiring results and energized organizations.

Sundar began his P&G career as a market analyst in India in 1998 and soon moved to the United States where he worked in a variety of roles, from business intelligence to marketing in P&G Beauty. In 2008, he joined NA Fabric Care to lead innovation and marketing, subsequently becoming general manager.

A visionary leader with broad expertise and a passion for innovation, Sundar has led a sustained track record of great results, including NA Fabric Care’s unprecedented multi-year growth to record sales and profits, and key innovations, such as Tide Pods and Downy Unstopables. The results of his high creative bar have been recognized externally by numerous awards such as Black Pencil, a series of Cannes Lions and Clio. He continues to shape the future of the business through initiatives, such as the recent expansion into laundry services and the transformation of media planning and buying.

Committed to empowering people, Sundar fosters a magnetic culture built around learning to create capable, motivated organizations. He is a sponsor of P&G’s “We See Equal” gender equality platform and represents the company on the National Underground Railroad Freedom Center Board, reflecting his passion for diversity, inclusion and the company’s citizenship agenda.

Birthplace

Palamaneri, Tamil Nadu, India

Education

Harvard Business School, Building and Sustaining a Successful Enterprise Program, 2015

Indian Institute of Technology, Madras B.Tech. Electrical and Electronics Engineering, 1996

Indian Institute of Management, Calcutta, Post-Grad Diploma in Management, 1998

Date Joined P&G

June 1, 1998

Year

Positions Held

- 2019 President - Fabric Care, North America (NA) and P&G Professional, Global
- 2015 Vice President, Fabric Care, NA
- 2011 Brand Director, Fabric Care, NA
- 2008 Associate Director, Innovation, Fabric Care, NA
- 2004 Brand Manager, Head & Shoulders, NA
- 2002 Asst. Brand Manager, Infusium & Ethnic Hair Care, NA
- 2001 Sr. Manager, Global Consumer & Market Knowledge

Continued...

Sundar G. Raman (cont'd)

Year Positions Held

1999 Global Business Analyst, Business Intelligence Services

1998 Associate Manager, Trends, Market Research, India

Affiliations, and Activities

American Cleaning Institute, Chairman of the Board (2017 – Present)

National Underground Railroad Freedom Center – Cincinnati, Board Member (2016 – Present)

We See Equal, Co-Sponsor (2018 – Present)

Agile Pursuits Franchising, Inc., Member, Board of Directors and Vice President, Marketing (2015 – Present)

Findlay Market – Cincinnati, Board Member (2015 – 2018)

Recognition

D&AD, Black; 2x Graphite; 2x Yellow Pencil, Tide advertising, 2018

Cannes, 2x Gold Lion; Silver Lion, Tide advertising, 2019

Cannes, Titanium; 4x Grand Prix; Gold Lion; 2x Silver Lion; 2x Bronze Lion, Tide advertising, 2018

Cannes, 5x Gold Lion; 4x Silver Lion; 1x Bronze Lion, Tide advertising, 2017

Cannes, Gold, Silver & Bronze Lion, Tide and Gain advertising, 2014

Grand Effie, Tide advertising, 2019

Effie, Tide advertising, 2013, 2014, 2016

Clio, Gold Winner, Tide advertising, 2018

Environmental Leader Product of the Year, Tide Purclean, 2018

Edison Award (Silver) in Sustainability, Tide Purclean, 2017