



# Jennifer Davis

President – Feminine Care

Jennifer leads P&G’s multibillion-dollar global Feminine Care business, serving women and girls in nearly 120 countries with leading brands including Always, Always Discreet, Tampax, Naturella, and Whisper.

Jennifer joined P&G as a sales representative for the company’s former grocery retail organization in the New York market. Her career progressed in Beauty Care sales management before leading P&G’s business with Costco, where she managed a global multifunctional team and worked collaboratively with Costco senior executives around the world. In this role, Jennifer developed her capability to accelerate growth through innovation and external partnerships. She returned to Cincinnati to lead the U.S. Market Strategy and Planning organization for Beauty Care, Health Care, Oral Care and Grooming.

After more than two decades working with global retailers in P&G Sales Management, in 2016, Jennifer was named Vice President and General Manager of Feminine Care North America. Under her leadership, the business grew in both period care and female adult incontinence through meaningful innovation, media model evolution, and reinvention of the shopping experience. Two years later, Jennifer was appointed President of the Global Feminine Care business and has continued to accelerate P&G share and category growth across markets by serving consumers from puberty through menopause and beyond. Her teams have expanded the use of digital commerce to drive trial of more superior and complete regimens that include Always Flexfoam pads and Always Discreet female incontinence products, and they are educating consumers to create new habits via the Always My Fit™ and “Time to Tampax” campaigns. Under Jennifer’s leadership, P&G established a strong portfolio in the fast-growing naturals category, including the acquisition of This is L., which has resulted in P&G’s U.S. naturals segment leadership.

One of Jennifer’s core beliefs is that anything is possible with a diverse and dedicated team. She is active both personally and professionally in the pursuit of racial and gender equality. She remains resolute in empowering people who menstruate at every life stage. Jennifer is especially passionate about the role global social impact programs, such as Always #LikeAGirl and #EndPeriodPoverty, can have on society and girls. These programs help provide puberty and confidence education, tackle societal taboos, and help increase access to period products around the world.

## Birthplace

Westwood, New Jersey

## Year

2018

## Positions Held

President, Feminine Care

## Education

Princeton University,  
B.A., Politics, 1993

2016

Vice President, Feminine Care, North America  
Brand Franchise Leader, Tampax

2014

Vice President, Sales, U.S. Beauty, Health & Grooming

## Date Joined P&G

June 1, 1993

2011

Director, Sales, U.S. Beauty Care

2009

Director, Sales, Global Costco Team

## [LinkedIn Profile](#)

2005

Associate Director, Sales, U.S. Costco Team

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## Jennifer Davis (cont'd)

Year	Positions Held
2003	Associate Director, Sales, North America Personal Cleansing
2000	Senior Category Account Executive, Sales, U.S. Hair Care
1997	Senior Category Account Executive, Sales, U.S. Beauty Care
1995	Senior Account Executive, Sales, Paper Sector, New York
1993	Sales Representative, Grocery Retail Organization, New York

### Affiliations and Activities

P&G Hispanic Community Network, Executive Sponsor  
American Red Cross Greater Cincinnati/Ohio River Valley Chapter,  
Board of Directors, Former Member  
National Association of Chain Drug Stores, Retail Advisory Board,  
Former Member