



Matthew S. Price

President - Greater China

Matthew is responsible for P&G’s business in Greater China, the company’s biggest priority outside of North America. He works with leaders of P&G’s business units to deliver superior innovations for the increasingly demanding Chinese consumer—at a speed matching the rapid market growth in the region.

Externally, Matthew works with retail partners to deliver superior shopper moments and customer value. Under his leadership, P&G China organized e-Commerce as a separate business unit quintupling sales over five years, through 2019.

Matthew joined P&G in 1987 as an assistant brand manager for Vicks in the U.K. His experience spans P&G’s portfolio of brands and he has held a variety of geographic leadership positions for developing markets. Matthew has lived and worked in Greece, Romania, Switzerland, Russia—and now China. He was appointed president, Greater China in January 2015. Prior to that, Matthew was president for Baby Care for Europe, Middle East and Africa.

Matthew is passionate about change management and go-to-market excellence, as well as sports activities that challenge his comfort zone. He is tough-minded and decisive with a great sense of humor.

Birthplace	Year	Positions Held
Rochford, U.K.	2019	President – Greater China
Education York University, U.K . B.A., Economics, 1987	2015	President, Greater China, Selling & Market Operations
	2010	Vice President, Baby Care, Western Europe and India, Middle East and Africa (IMEA)
Date Joined P&G September 1, 1987	2005	Vice President, Eastern Europe
	2004	Vice President, Balkans
	2001	General Manager, Balkans
	1998	Marketing Director, Always, Pampers, Central and Eastern Europe
	1995	Marketing Director, Always, Pampers, Greece
	1994	Marketing Manager, Hair Care, U.K.

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Matthew S. Price (cont'd)

Year	Positions Held
1993	Brand Manager, Hair Care, U.K.
1991	Brand Manager, Head & Shoulders, U.K.
1990	Brand Manager, Healthcare, U.K.
1989	Assistant Brand Manager, Vidal Sassoon, U.K.
1987	Assistant Brand Manager, Vicks, U.K.