



Ma. Fatima D. Francisco

Chief Executive Officer - Baby and Feminine Care

Ma. Fatima D. Francisco (Fama) is the CEO of P&G's global Baby and Feminine Care Sector, serving consumers in nearly 120 countries and responsible for sales, profit, cash, value creation, innovation, communication, selling and supply chain. She has a global track record of leading successful businesses across developed and developing markets, brand building, innovation and operations.

Under Fama's leadership, the company accelerated the expansion of Always Discreet, P&G's first major new category entry in a decade. She championed the global expansion of the iconic Always #LikeAGirl female empowerment campaign, recognized globally with more than 120 industry awards for all aspects of brand building.

Fama joined P&G in 1989 as a sales manager in the Philippines, the first female to be hired into that role. Since then, she has held roles in Hair Care, Cosmetics, Baby and Feminine Care businesses, as well as global and upstream Baby Care innovation. Fama led North America Baby Care, growing the category and achieving category share leadership for the first time in 20 years, prior to being named President, Global Feminine Care in 2015. She was appointed President, Global Baby Care and Baby & Feminine Care Sector in 2018 and became CEO for P&G's Baby and Feminine Care businesses in 2019.

As a leader, Fama is known for inspiring and motivating multifunctional and diverse teams to work together toward a higher goal. The first Asian female president in P&G, Fama is passionate about empowering girls and women to build confidence and pursue their goals.

Birthplace	Year	Positions Held
Manila, Philippines	2019	Chief Executive Officer - Baby and Feminine Care
Education University of the Philippines, B.S., Business Administration and Marketing, 1989	2018	President, Global Baby Care and Baby & Feminine Care Sector
	2015	President, Global Feminine Care
	2015	Vice President and Brand Franchise Leader, Global Feminine Care
Date Joined P&G April 1989	2011	Vice President, North America Baby Care
	2008	General Manager, Global Baby Care Innovation
	2005	Marketing Director, Global Baby Care Upstream Innovation and Global Baby Wipes

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Year	Positions Held
2002	Marketing Director, Global Baby Care, Developing Markets
2000	Marketing Director, Northeast Asia Baby Care
1989	Sales Manager, Central Manila District, Philippines

Affiliations, Activities and Recognition

Fortune Top 50 Most Powerful Women International 2019, 2018

Ad Age, Women to Watch 2016

Financial Times, UPstanding 100 Executive Power List, 2016

National Diversity Council, Most Powerful and Influential Woman's Award 2016

2015 Brand Innovators, Top Women to Watch

Philippine Marketing Association, National Agora Award for International Excellence

Bank of the Philippines, Excellence in International Business Awardee

YWCA Rising Star

Cincinnati Business Courier, "Forty Under 40"