



# R. Alexandra (Alex) Keith

Chief Executive Officer – Beauty

As the only female CEO of a top-10 beauty company, Alex leads one of the world’s most valuable beauty businesses, with a multi-billion-dollar portfolio of iconic brands like Pantene, Olay, Head & Shoulders, SK-II, Herbal Essences, Secret, Old Spice and Safeguard. A life-long brand builder, Alex is the architect of many memorable marketing campaigns and product innovations that have redefined businesses.

A degreed chemical engineer, Alex joined P&G in 1989 in manufacturing as a product supply manager, before moving into marketing six years later. These supply chain roots, combined with an innate creativity, have distinguished Alex as a visionary leader who continuously pushes the boundaries of innovation while still driving the focus and discipline necessary to achieve sustained results.

Responsible for sales, profit, selling, supply, innovation and communications for P&G’s global Beauty sector, Alex has a reputation as a game-changer who transforms categories and businesses. She led the reinvention of Old Spice; created Olay Complete moisturizer—a catalyst for daily use of facial sunscreen; created a new category; introduced women to a prescription-level antiperspirant with the launch of Secret Clinical Strength; and spearheaded the award-winning launches of Tide Pods and Downy Unstopables—which created new categories and revolutionized the modern laundry experience.

A contributor to, and advocate for, P&G’s #WeSeeEqual program since its inception, Alex has an obvious and effective passion for developing, leading, and working with diverse people and teams.

## Birthplace

Heidelberg, Germany

## Education

University of Arizona, B.S.  
Chemical Engineering,  
1989

## Date Joined P&G

October 1, 1989

## Year Positions Held

- 2019 Chief Executive Officer – Beauty
- 2017 President, Global Hair Care and Beauty Sector
- 2014 President, Global Skin and Personal Care
- 2013 Vice President, Fabric Care, North America and Brand Franchise Leader, Downy-Lenor, and Sector Brand Building Organization Leader
- 2011 Vice President, Fabric Care, North America and Brand Franchise Leader, Downy-Lenor
- 2010 Vice President, North America Fabric Care
- 2009 Vice President, Beauty and Grooming Breakthrough Design Team

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## R. Alexandra (Alex) Keith (cont'd)

Year	Positions Held
2006	General Manager, Deodorants/Male Personal Care, Global Design and North America, Old Spice Franchise Leader
2003	Marketing Director, Global Deodorants
2000	Marketing Director, North America Personal Cleansing
1998	Brand Manager, Olay Body Care
1995	Assistant Brand Manager, Olay Facial Care
1995	Team Leader, Skin Care Logistics, Product Supply
1994	Department Manager, Skin Care Logistics, Product Supply
1991	Manager, Contract Manufacturing Logistics, Product Supply
1989	Team Manager, Product Supply

### Affiliations and Activities

Cosmetic Executive Women, Board; 2016-present; Member 2002-present

Personal Care Products Council, Board of Directors, 2015-present

National Underground Freedom Center, Board of Directors, 2012-2016

American Cleaning Institute, Board of Directors, 2012-2014

Go Vibrant, Board of Directors, 2011-2014

P&G Corporate Fine Arts Fund, Campaign Chair, 2009-2010

Girls on the Run of Cincinnati, Board of Directors, Development Co-Chair, 2008-2015

Cincinnati Ballet, Board of Directors, 2002 and 2007

P&G Advancement of Women Task Force, Marketing Chair, 1998 Women's Symposium

### Recognition

Cosmetic Executive Women Achiever, 2010

*Advertising Age* "Women to Watch," 2006

*Fortune's* Most Powerful Women, 2017, 2018