



# R. Alexandra (Alex) Keith

President, Global Hair Care and Beauty Sector

Alex leads one of the world's most valuable beauty companies with a multi-billion-dollar portfolio of iconic brands like Pantene, Olay, Head & Shoulders, SK-II, Herbal Essences, Secret, Old Spice and Safeguard. A passionate expert in brand building, Alex is the architect of memorable marketing campaigns and product innovations.

Alex joined P&G in 1989 as a product supply manager. These supply chain roots—combined with a natural affinity for creative arts—distinguish Alex as a visionary leader who continuously pushes the boundaries of innovation while still driving the focus and discipline necessary to achieve sustained results.

Alex has a reputation as a game-changer with an ability to redefine the categories in which her businesses play. She has led the reinvention of Old Spice; created Olay Complete moisturizer, a catalyst for daily use of facial sunscreen; introduced women to a prescription-level antiperspirant with the launch of Secret Clinical Strength; and spearheaded the award-winning launch of Tide Pods and Downy Unstopables, which has revolutionized the modern laundry experience.

A long-time advocate of P&G's Gender Equality program, Alex's varied roles showcase her passion for leading and working with diverse teams.

Birthplace	Year	Positions Held
Heidelberg, Germany	2017	President, Global Hair Care and Beauty Sector
<b>Education</b>	2014	President, Global Skin and Personal Care
University of Arizona, B.S. Chemical Engineering, 1989	2013	Vice President, Fabric Care, North America and Brand Franchise Leader, Downy-Lenor, and Sector Brand Building Organization Leader
<b>Date Joined P&amp;G</b>	2011	Vice President, Fabric Care, North America and Brand Franchise Leader, Downy-Lenor
October 1, 1989	2010	Vice President, North America Fabric Care
	2009	Vice President, Beauty and Grooming Breakthrough Design Team
	2006	General Manager, Deodorants/Male Personal Care, Global Design and North America, Old Spice Franchise Leader
	2003	Marketing Director, Global Deodorants

Continued...

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

Year	Positions Held
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