



# R. Alexandra (Alex) Keith

**Chief Executive Officer – Beauty**  
**Executive Sponsor – Corporate Sustainability**

As the only female CEO of a top 10 beauty company, Alex Keith leads Procter & Gamble’s global Beauty business: the world’s 4<sup>th</sup> largest beauty company, with a \$14.4 billion portfolio that includes six brands with more than \$1 billion in annual sales: Head & Shoulders, Pantene, Olay, SK-II, Safeguard and Old Spice.

Since taking leadership of the P&G Beauty portfolio in 2017, Alex has driven the sector’s turnaround, stemming 7 years of decline with 4 years of top- and bottom-line growth, including +8% sales growth in fiscal year 20/21.

Alex is also Executive Sponsor for Corporate Sustainability, working alongside P&G’s Chief Sustainability Officer to guide P&G’s sustainability progress, including corporate programs like Ambition 2030 and sustainability efforts across P&G businesses. This builds from her establishment in 2019 of Responsible Beauty, a systems-thinking-based platform that prioritizes the intersectionality of sustainability with safety, performance, quality, transparency and equality and inclusion. Embedded across P&G Beauty’s global operations, this platform has been recognized by the beauty industry as a game-changing approach to ensuring a sustainable future.

During Alex’s 32 years at P&G, she has worked in Product Supply, Brand Management and General Management, spanning multiple business categories including Fabric Care and Beauty, and in the North America, Asia, and Europe regions. A passionate brand builder and intuitive, strategic business leader, Alex led category transforming innovations like Olay Complete Facial Moisturizer, Old Spice Body Wash, and Secret Clinical Strength early in her career. As Senior Vice President of North America Fabric Care, Alex led the overall strategy development, design, and launch execution of two new-to-the-world product forms: unit dose laundry detergents (Tide Pods and Gain Flings) and in-wash scent boosters (Downy Unstopables), which have since contributed several billion dollars of sales and value creation.

A native of Pittsburgh, Pennsylvania, Alex holds a Bachelor of Science in Chemical Engineering from the University of Arizona. She lives Geneva with her husband, Chris Keith.

### **Birthplace**

Heidelberg, Germany

### **Education**

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

### **Date Joined P&G**

October 1, 1989

### **[LinkedIn Profile](#)**

### **Year    Positions Held**

2021    Chief Executive Officer, Beauty  
Executive Sponsor, Corporate Sustainability

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

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

Year	Positions Held
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
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, Activities & Recognition

Thermo Fisher Scientific, Board of Directors, 2020 - present

*Fortune's* Top 50 Most Powerful Women, 2017, 2018, 2019, 2020

Cosmetic Executive Women Leadership Excellence Award, 2019

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

Cosmetic Executive Women Achievers Award, 2010

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

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

*Advertising Age* "Women to Watch," 2006

Cincinnati Ballet, Board of Directors, 2002 and 2007