



# Ma. Fatima D. Francisco

Chief Executive Officer, Baby, Feminine and Family Care  
Executive Sponsor, Gender Equality

Ma. Fatima D. Francisco (Fama) leads P&G's second largest sector, global Baby, Feminine and Family Care, representing \$19 billion in net sales and serving consumers around the world with household-name brands such as Pampers, Always, Tampax, Luvs, Bounty, Charmin and Puffs.

A real trailblazer, Fama has achieved many firsts in her 33 years at the company, including: being the first female sale manager hired in P&G Philippines, amongst the youngest women promoted to President, and the first Asian female Sector CEO in P&G's 185-year history.

Fama is a respected business leader with a track record of turning around global businesses. She led North America Baby Care to category share leadership for the first time in 20 years. While at the helm of Global Feminine Care, the company accelerated the growth of Always Discreet, P&G's first major category entry in a decade. Fama championed the global expansion of the iconic Always #LikeAGirl female empowerment campaign, recognized with more than 120 industry awards across all aspects of brand building. Fama became Baby & Feminine Care Sector CEO in 2019. In two years, under her forward-thinking and transformative leadership, the business returned to simultaneous sales and profit growth, while Baby Care achieved its best results in seven years. In 2021, Fama was given additional responsibility for Family Care, now overseeing a quarter of P&G's total business.

An inspiring leader, Fama is a true role model known for championing gender and intersectional equality. As executive sponsor for P&G's Gender Equality program, Fama actively leads efforts to tackle bias and build a world with equal voice, opportunity and representation for all. The organization she leads is very diverse, including more than 50% women in her Executive Leadership Team. Fama is an advocate for wellbeing and leads her organization with empathy and openness, building resilient teams who she empowers to rise up to their full potential. Fama is a mother of four children.

## Birthplace

Manila, Philippines

## Education

University of the Philippines – B.S., Business Administration and Marketing, 1989

## Date Joined P&G

April 1989

## [LinkedIn Profile](#)

## Year Positions Held

2021	Chief Executive Officer, Baby, Feminine and Family Care, and Executive Sponsor, Gender Equality
2019	Chief Executive Officer, Baby and Feminine Care
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
2011	Vice President, North America Baby Care

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## Ma. Fatima D. Francisco (cont'd)

### Year      Positions Held

2008	General Manager, Global Baby Care Innovation
2005	Marketing Director, Global Baby Care Upstream Innovation and Global Baby Wipes
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

Organon, Board of Directors

Fortune Most Powerful Women in American Business 2021: "One to Watch"

Fortune Top 50 Most Powerful Women International 2020, 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"