



# Carolyn Tastad

**Chief Executive Officer, Health Care  
Executive Sponsor, Gender Equality**

Carolyn Tastad leads P&G's global Health Care business, responsible for sales, profit, selling, innovation, brand-building and supply across P&G's Oral Care and Personal Health Care businesses, which make up 13% of P&G's net sales. This includes a portfolio of some of the world's most well-known and trusted brands, including Crest, Oral-B, Vicks, Pepto-Bismol, Fixodent and Neurobion. Consumer Health is among the largest industries in which P&G competes, with retail sales exceeding \$320 billion and elevated consumer interest in self-care and wellness.

Previously, Carolyn led P&G's North America business and operations, the company's largest and most profitable region. Building on a track record of winning plans and leading change, Carolyn transformed the North America operating model, moving to a category-based approach supported by select, scaled regional capabilities to deliver competitive advantage. Under her leadership, P&G's North America business delivered the strongest results in more than a decade.

Carolyn is known inside and outside P&G as a transformative leader, delivering breakthrough business results and step-changing organization capabilities and culture. She is known for her high standards, huge capacity and sense of curiosity—which enable her to see possibilities in even the biggest business challenges. Carolyn joined P&G in Canada and has worked across P&G's full portfolio of brands. She has led national, multinational and global organizations, living in Canada, the United States and Switzerland.

Carolyn is a hands-on, authentic leader who is passionate about gender and intersectional equality in the workplace and the world. As executive sponsor for P&G's Gender Equality program, Carolyn actively leads efforts inside and outside P&G to tackle bias and build a world with equal voice, equal opportunity and equal representation for all individuals.

## Birthplace

Saskatchewan, Canada

## Education

University of Saskatchewan  
B. Commerce Honors, 1983

## Date Joined P&G

June 6, 1983

## [LinkedIn](#)

## Year

## Positions Held

2021

Chief Executive Officer, Health Care, and Executive Sponsor, Gender Equality

2019

Group President, North America, Chief Sales Officer, and Executive Sponsor, Gender Equality

2016

Group President, North America and Executive Sponsor, Gender Equality

2015

Group President, North America

2014

Global Customer Business Development (CBD) Officer

*Continued...*

## Carolyn Tastad (cont'd)

<b>Year</b>	<b>Positions Held</b>
2012	Vice President, Global Market Strategy and Planning
2005	Vice President, Global Prestige Market Development Organization
2005	Vice President, North American MDO Gillette Integration Leader
2004	Vice President, CBD, Canada
2001	Manager, CBD, North Region, North America
1999	Director, CBD, Albertsons, USA
1997	Director, CBD, Fine Fragrances, Western Hemisphere
1995	Associate Director, CBD, Fine Fragrances, U.S.A.
1993	Associate Director, CBD, Cosmetics, U.S.A.
1993	District Manager, CBD, Special Assignment, U.S.A.
1990	District Manager, CBD, Shoppers Drug Mart, Canada
1989	District Manager, CBD, Health and Beauty, Canada
1988	Unit Manager, CBD, Health and Beauty, Canada
1987	Customer Service Manager, Ontario and Atlantic, Canada
1986	Special Assignment, Sales, Health and Beauty, Canada
1985	Systems Analyst, Management Systems, Canada
1983	Analyst, Management Systems, Canada

### **Affiliations and Activities**

Kellogg Company, Board of Directors

Consumer Brands Association, Vice-Chair, Board of Directors

3CDC, Board Chair

*Fortune's* Most Powerful Women: 2015, 2016, 2017, 2018