



Craig Buchholz

Chief Communications Officer
Vice President – Communications, Personal Health Care and Oral Care

Craig is charged with building and protecting the reputation of P&G and the company’s portfolio of iconic brands. Under his leadership, the Global Communications team contributes to the P&G growth strategy by delivering communications superiority aimed at framing the company’s narrative with consumers and key stakeholders. He oversees all elements of communications, including: media relations, policy; financial; crisis; and employee. Beyond core corporate and brand communications work, Craig also shapes and leads the company’s citizenship work, driving P&G’s aspiration to be “a force for good and a force for growth in the world.”

Craig joined P&G after leading communications organizations and projects at companies such as Merck, Johnson & Johnson, and Pharmacia. His background spans nearly every element of communications, with roles and experiences to drive corporate reputation, build brands, manage issues, strengthen stakeholder relationships, and empower complex global teams.

Craig seeks to constructively challenge the status quo—not simply for the sake of change—but to accelerate how the communications function can help a company deliver on its mission.

Birthplace

Chester, Pennsylvania

Year

2018

Positions Held

Chief Communications Officer and Vice President – Communications, Personal Health Care and Oral Care

Education

Drexel University
J.D., 2017

2014

Vice President, Global Communications

Temple University
B.A., Communication, 1993

Year

2009

Business Affiliations Prior to Joining P&G

Vice President, Global Communications, Merck

Date Joined P&G

October 1, 2014

2005

Executive Director, Communications, Merck

2004

Vice President, Communications, Johnson & Johnson

2002

Senior Director, Communications, Johnson & Johnson

2000

Director, Global Customer Communications, Pharmacia

1995

Vice President, Dorland Global Communications

Continued...

Affiliations, Activities and Recognition

The Aspen Institute, Fellow, Business & Society Program

Cincinnati Zoo & Botanical Garden, Board of Trustees

Child Poverty Collaborative, Steering Committee

Communications 50, Founding Member

The US-China Business Council, Communications Committee

Cincinnati Art Museum, Board Corporate Committee