



Ma. Fatima D. Francisco

Chief Executive Officer - Baby and Feminine Care

Ma. Fatima D. Francisco (Fama) is the CEO of P&G's global Baby and Feminine Care Sector, serving consumers in nearly 120 countries and responsible for sales, profit, cash, value creation, innovation, communication, selling and supply chain.

A working mother of four children and the first Asian female Sector CEO in P&G's 184-year history, she has a global track record of leading successful businesses across developed and developing markets, brand building, innovation and operations.

Fama has achieved many firsts worth noting in her 31 years with P&G:

- She started her career as the first female sales manager hired in P&G Philippines after 55 years of operations in the country.
- She is among the youngest women promoted to President, becoming an executive before 40 years of age.
- She is the first Asian female President to lead a global business unit, advancing to become the youngest and the first Asian female Sector President.

Fama joined P&G in 1989 as a sales manager in the Philippines. Since then, she has held roles in the Hair Care, Cosmetics, Baby and Feminine Care businesses, as well as global and upstream Baby Care innovation. Fama led North America Baby Care, growing the category and achieving category share leadership for the first time in 20 years, prior to being named President, Global Feminine Care in 2015. She was appointed President, Global Baby Care and Baby & Feminine Care Sector in 2018 and became CEO for P&G's Baby and Feminine Care businesses in 2019.

Fama's core belief is that businesses have the responsibility (and privilege) to be both a force for growth and a force for good. Under her leadership, the company accelerated the expansion of Always Discreet, P&G's first major category entry in a decade. She championed the global expansion of the iconic Always #LikeAGirl female empowerment campaign, recognized globally with more than 120 industry awards across all aspects of brand building.

As a leader, Fama is known for championing equality and inclusion, driving notable impact and change. Her Baby & Fem Care Executive Leadership Team – comprised of 53% women, 24% US multi-cultural, and 11 nationalities – is one of the most diverse teams in P&G.

Birthplace	Year	Positions Held
Manila, Philippines	2019	Chief Executive Officer - Baby and Feminine Care
Education University of the Philippines – B.S., Business Administration and Marketing, 1989	2018	President, Global Baby Care and Baby & Feminine Care Sector
Date Joined P&G April 1989	2015	President, Global Feminine Care
LinkedIn Profile	2015	Vice President and Brand Franchise Leader, Global Feminine Care
	2011	Vice President, North America Baby Care

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Fama 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

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"