



Ma. Fatima D. Francisco

Chief Executive Officer – Baby, Feminine and Family Care

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

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 32 years with P&G, including: being the first female sales manager hired in P&G Philippines, among the youngest women promoted to President, and the first Asian female President to lead a global business unit.

Fama joined P&G in 1989 as a sales manager in the Philippines. Since then, she has lived and worked in Japan, US and Switzerland. Fama led North America Baby Care, achieving category share leadership for the first time in 20 years, prior to being named President, Global Feminine Care in 2015. Under her leadership, the company accelerated the expansion 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 globally with more than 120 industry awards across all aspects of brand building. She was appointed President, Global Baby Care and Baby & Feminine Care Sector in 2018 and became Sector CEO in 2019. More recently, Fama led Global Baby Care to return the business to simultaneous sales, profit and global share growth. She added responsibility for Family Care in 2021, now overseeing a quarter of P&G's business in total.

Fama is known for championing equality and inclusion. Her Executive Leadership Team—comprised of 60% women—is one of the most diverse teams in the Company.

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
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"