



## R. Alexandra (Alex) Keith

President, Global Skin and Personal Care

Alex Keith is the president of Procter & Gamble's Global Skin and Personal Care businesses. Her multi-billion-dollar portfolio includes iconic brands Olay, Secret, Old Spice and Safeguard.

Throughout her 25-year P&G career, Alex has been the architect of some of the company's most memorable marketing campaigns and product innovations – a remarkable contrast from her first role in 1989 as a product supply manager in a Philadelphia manufacturing plant. Indeed, these supply chain roots, combined with a natural affinity for creative arts, distinguish Alex as a visionary leader who continuously pushes the boundaries of innovation while still driving the focus and discipline necessary to achieve results.

As general manager of Deodorants and Male Personal Care from 2006 through 2009, Alex and her team led the reinvention of Old Spice, which modernized the brand and enhanced its relevance, especially among teens. She also expanded Old Spice into new product segments like body wash, which not only grew the business but increased men's interest and involvement in male grooming.

Prior to this, she led work on some of P&G's biggest Beauty brands, including Olay and Secret. From the creation of Olay Complete moisturizer, which became a catalyst for women's daily use of sunscreen, to the launch of Secret Clinical Strength in 2007, which introduced women to a prescription-level antiperspirant, Alex has developed a reputation as a game-changer with an ability to redefine the categories in which her businesses play.

This is further evidenced by her recent work in Fabric Care. During her tenure from 2010 to 2014, Alex launched the award-winning Tide Pods, which has revolutionized the modern laundry experience, and Downy Unstopables, a new-to-the-world in-wash scent product that enhances the fragrance of garments.

Alex's varied roles and experiences showcase a passion for leading diverse work teams. Outside of work, she sits on the board of directors for the National Underground Railroad Freedom Center museum. She is an avid runner and served for many years on the board of directors for Girls on the Run of Cincinnati, a non-profit organization that uses running to promote confidence and well-being in young girls. She was recognized in *Advertising Age's* Women to Watch 2006 and won the Cosmetic Executive Women Achiever Award in 2010. Alex also serves on the Executive Board of the Personal Care Products Council (PCPC).

A native of Pittsburgh, Pennsylvania, Alex is an avid fan of Pittsburgh sports teams. She holds a Bachelor of Science in Chemical Engineering from the University of Arizona and currently lives in Singapore with her husband, Chris Keith, a native Canadian who has helped grow her love of ice hockey.