

## Pascal Houdayer

Corporate Senior Vice President Laundry & Home Care

Born in Eaubonne / France on July 5, 1969

Pascal Houdayer is married with three children

### Career

since September 2011	Corporate Senior Vice President Henkel Laundry & Home Care International Marketing Home Care, Digital and regional responsibility for Asia/Pacific
2008 – 2011	General Manager North West Africa Procter & Gamble, Morocco
2005 – 2008	Marketing Director Global Fabric Care Procter & Gamble, USA
2003 – 2005	Managing Director Strategic Planning & Marketing Capability EMA Procter & Gamble, Switzerland
2000 – 2003	Marketing Director, Fabric Care Western Europe Procter & Gamble, Switzerland
1997 – 2000	Brand Manager Ace Bleach & Laundry Additives, Ariel Laundry Procter & Gamble, France
1993 – 1996	Assistant Brand Manager (Clearasil, Blend-A-Myl, Zest, Mr. Proper) Procter & Gamble, France

### Education/Vocational training

ESSEC Business School, Paris