



DEBORAH A. (DEB) HENRETTA
President-Global Baby/Toddler & Adult Care

RESIDENCE: Cincinnati, Ohio, USA

DATE OF BIRTH: May 1, 1961

PLACE: Rochester, New York

EDUCATION: St. Bonaventure University, B.A., Communications -- Graduated Summa Cum Laude, 1983

Syracuse University, M.A., Advertising Research/Teaching Assistantship, Graduated 1985

BUSINESS AFFILIATIONS PRIOR TO JOINING PROCTER & GAMBLE:

WXXI Channel 21, Rochester, NY (Intern, 1982)
WOKR Channel 13, Rochester, NY (Intern, 1982)

DATE JOINED PROCTER & GAMBLE: May 27, 1985

POSITIONS HELD AND DATES:

1985 - Brand Assistant, Bold Laundry Detergent
1986 - Assistant Brand Manager, Bold/Dawn Laundry Detergents
1988 - Brand Manager, Cheer Laundry Detergent
1991 - Associate Advertising Manager, Tide Laundry Detergent
1993 - Marketing Director, Laundry Products, Procter & Gamble North America
1996 - General Manager, Fabric Conditioners, Procter & Gamble North America
1998 - General Manager-Fabric Conditioners and Bleach, P&G Worldwide
1999 - Vice President-Fabric Conditioners and Bleach, P&G Worldwide
1999 - Vice President-North America Baby Care
2001 - President-Global Baby Care
2004 - President – Global Baby/Toddler & Adult Care

LOCAL AND NATIONAL ACTIVITIES:

Board of Directors, Sprint Corporation (2004 – Current)
Commercial Club of Cincinnati (2004 – Current)
Board of Executive Advisors/Executive Mentor at Williams School of Business at Xavier University (2004–Current)
Member of Women's Capital Club (2003 – Current)

Board of Trustees for St. Bonaventure's University (2003 – Current); Chair of Marketing Committee Executive Committee (2004 – Current)
Committee of 200 – Invitation-Only Network of Top Women in Business (2003 – Current)
YWCA Prevention of Family Violence Coalition (2003 – Current)
Alexis de Tocqueville Society of the United Way (2001 – Current)
Board of Trustees for Cincinnati Children's Hospital (2001 – Current); Chair of Marketing Committee (2004 – Current)
Executive Committee (2004 – Current); Strategic/Marketing Planning Committee (2004 – Current)
Advisory Committee, Newhouse School of Communications, Syracuse University (1998 – Current)
Principle Founder, Planning & Oversight Committee, Children's for Children Day Care Center (1998–Current)
Board of Directors WCET/Channel 48 (1997–2001); Chair of Strategic Planning Committee (1998–2001)
Leader of P&G's Advancement of Women for which P&G won the prestigious Catalyst Award (1994–2000)

HONORS & AWARDS

Listed among "Most Powerful Women in Business", Fortune Magazine, 2002, 2003, 2004
Honored with establishment of "D. A. Henretta Integrated Marketing Award" at St. Bonaventure University, December, 2004
Listed among "Top Ten Who Made Their Mark on Marketing", Advertising Age, December, 2004
Named "Rising Star", Fast Company, November 2004
Honorary Chair for Junior League Leadership Summit, October, 2004
Featured in "Marketing Top 50 Success Stories", Advertising Age, November, 2003
Listed in "Women to Watch", Advertising Age, June 2003
YWCA Academy of Career Women – October, 2002
YWCA Career Women of Achievement Award – April, 2002
Syracuse University Newhouse School of Communications' "Wall of Fame" – 2000

Deb Henretta

As President of Procter & Gamble's Global Baby, Toddler & Adult Care business, Deb Henretta is the senior executive of the Baby & Adult Care business. This business houses the \$5 Billion Dollar Pampers Brand – P&G's largest global brand and the 8th largest consumer packaged goods brand in the world. In her role, Deb manages more than 6,000 Baby Care employees worldwide.

An 18 year consumer marketing veteran, Deb joined P&G after earning her masters degree in advertising from Syracuse University, and has distinguished herself by leading marketing for P&G's top two largest billion-plus dollar brands – Pampers and Tide. She is the first woman, and mother to lead P&G' Baby Care business, driving a revitalization program that is setting global volume, sales, share, and profit records for a second consecutive year, turning around nearly a decade of a business decline.

Deb joined Procter & Gamble in 1985 in Brand Management, after receiving a B.A.-Journalism from St. Bonaventure University and M.A.-Marketing from Syracuse University

This March, she was elected to the Board of Directors of the Sprint Corporation (A Fortune 100 Company). This makes Deb one of the 14% of women serving on corporate boards.

A champion of women's advancement and child advocacy, Ms. Henretta has led professional development for women in marketing at P&G and co-founded the Company's first near-site child daycare facility. She has served on a number of volunteer and professional boards including Cincinnati Children's Hospital Medical Center, Coalition for Prevention of Family Violence, YWCA Rising Star Committee, and WCET Public Television.

She is a strong supporter of education serving on the St. Bonaventure University Board of Trustees, Syracuse University Newhouse School of Communications Advisory Board, and Executive Mentor to the Williams School of Business at Xavier University.

Ms. Henretta has earned a number of honors, including: being featured as part of Marketing Top 50 Success Stories and Women to Watch by Advertising Age magazine; Fortune Magazine's "Most Powerful Women in Business" list; YWCA Career Women of Achievement Award, and membership in the Hall of Fame at both the YWCA and Syracuse University Newhouse School.

Deb is married and has 3 young children.