



# Charlotte Otto

Global External Relations Officer, P&G



Charlotte led the creation of External Relations which brought together public relations, government relations, corporate communications, consumer relations and technical external relations into an integrated P&G capability for the first time.

Charlotte Otto has served as Procter & Gamble's Global Public Affairs and External Relations Officer since 1996. She has been responsible for the company's external relations activities worldwide including news media relations, product publicity, consumer relations, employee and shareholder communications, regulatory and technical, government and community relations, and philanthropy. Charlotte joined P&G in 1976 in Brand Management after graduating from Purdue University with a B.S.-Consumer Affairs, and M.S.-Management.

Charlotte spent 13 years in P&G's advertising department managing leading brands including Sure, Pert, Bounty, and Always. In 1989, she moved to Public Affairs. She was named Vice President in 1991 and Senior Vice President in 1996, becoming P&G's first female corporate officer. Charlotte will retire from P&G in February 2010 after more than 33 years of service.

Charlotte leaves a strong track record of business and reputation results. She has advanced breakthrough work to measure the business-building impact of PR programs and helped establish P&G Government Relations and Consumer Relations as global services. She led efforts to build the P&G brand for the first time. She also sponsored the development of P&G's Children's Safe Drinking Water program and Live, Learn & Thrive corporate cause, which now improves life for more than 60 million children annually around the world. Charlotte has been a trusted counselor to four P&G CEOs.

Charlotte also has been an active leader in the Cincinnati community and her profession. She has chaired the boards of the Cincinnati USA Regional Chamber, Downtown Cincinnati, Inc., and Cincinnati Playhouse in the Park, and she helped create the Cincinnati Center City Development Corporation (3CDC). Charlotte has received numerous honors including *The Cincinnati Enquirer* Woman of the Year in 2005, induction in the Arthur Page Society Hall of Fame in 2006 and the SABRE award for lifetime professional achievement in 2008.

Charlotte and her husband Robert have been married 25 years and have three children and four grandchildren.



# Charlotte Otto

Global External Relations Officer, P&G



## Position Held & Dates

### Residence

Cincinnati, Ohio, USA

### Date of Birth

August 15, 1953

### Place

Duluth, Minnesota, USA

### Education

Purdue University

B.S., 1974

M.S. Mgmt., 1976

### Date Joined P&G

August 9, 1976

1976	Brand Assistant, Prell Concentrate
1977	Sales Training
1977	Assistant Brand Manager, Sure
1979	Assistant Brand Manager, New Products (Special Assignment)
1980	Brand Manager, Abound
1981	Brand Manager, Pert
1983	Brand Manager, Bounty
1984	Associate Advertising Manager Paper Products Division (Bounty, Always)
1987	Associate Advertising Manager, Toilet Tissue & Towels, Paper Products Division
1989	Director, Issues Management, Public Affairs Division
1990	Director, Public Relations, Public Affairs Division
1991	Vice President, Public Relations, Procter & Gamble USA
1993	Vice President, Corporate Communications Procter & Gamble Worldwide
1995	Vice President, Public Affairs Procter & Gamble Worldwide
1996	Senior Vice President (Public Affairs) The Procter & Gamble Company
1999	Global Public Affairs Officer
2000	Global External Relations Officer
2009	Officer on Special Assignment <i>Effective July 1, 2009</i>

## Charlotte Otto

Global External  
Relations Officer  
P&G

## Activities

Cincinnati USA Regional Chamber (Past Chair, Executive Committee)  
Downtown Cincinnati, Inc. (Past Chair, Trustee Emeritus)  
Advisor, Cincinnati Center City Development Corporation (3CDC)  
Board Member, The Port of Greater Cincinnati Development Authority  
Board Member, Cincinnati Playhouse in the Park (Past President)  
Advisory Board, Give Kids the World  
Chair, The Seminar Communications Forum  
Member, Arthur Page Society  
YWCA Academy of Career Women of Achievement

## Past Activities

Director, Royal Bank Financial Group (Canada)  
Board Member, Greater Cincinnati Convention & Visitor's Bureau  
Member, Riverfront Advisors  
Vice President, Joy Outdoor Education Center (Executive Committee)  
Trustee, Arts & Cultural Council of Greater Loveland  
Board Member, Good Samaritan Hospital  
Board Member, American Red Cross, Cincinnati Chapter  
Board Member, Cincinnati Fire Museum  
Member, Boys & Girls Clubs of America (National Board)  
Leadership Cincinnati, Class XIV  
Center for Quality Leadership Founders  
Journal of Corporate Public Relations Advisory Board,  
The Medill School of Journalism, Northwestern University  
Member, Vice President's Forum  
Board of Selectors, The Jefferson Awards,  
American Institute for Public Service

## Awards

1993 YWCA Career Woman of Achievement  
1994 Distinguished Alumni,  
School of Consumer and Family Sciences, Purdue University  
1995 Purdue "Old Master"  
1997 Krannert School of Management Distinguished Alumni Award  
1998 Woman of Distinction Award,  
presented by the Great Rivers Girl Scout Council, Inc.  
2003 Cincinnati of the Year,  
Juvenile Diabetes Research Foundation  
2004 American Jewish Committee Human Relations Award  
2005 *Cincinnati Enquirer* Woman of the Year  
2005 Matrix Award for Public Relations,  
New York Women in Communications  
2006 Arthur Page Society Communicators Hall of Fame  
2008 SABRE Award for Lifetime Achievement in Communications