



Chris Hassall

Global External Relations Officer, P&G
Effective July 2009



Chris is a 26-year veteran of P&G, with global experience that spans functions and regions.

He has extensive experience working with governments, regulators, news media, professional organizations and advocacy groups around the world.

As P&G's Global External Relations Officer, Chris leads the company's external relations activities worldwide including news media relations, brand publicity, consumer relations, employee and shareholder communications, regulatory and technical, government and community relations, philanthropy, and management of the P&G brand.

Chris is a 26-year veteran of P&G, with global experience that spans functions and regions. He joined P&G as a research scientist and went on to build extensive experience working with governments, regulators, news media, professional organizations and advocacy groups around the world.

Chris has experienced many countries and cultures, having lived, studied or worked in countries on five of the world's seven continents. Raised in the UK, Chris obtained his bachelor's degree in Wales, his master's degree in Canada and his doctorate degree in the United States. He has been the ER leader in North America, Central and Eastern Europe, the Middle East and Africa, Greater China and the Asia region.

Chris was a member of the core team that created and launched the External Relations function in 2000. He helped create the discipline of Shopper Marketing ER and has developed new approaches to increase P&G's crisis communications capability around the globe. These areas have become strong sources of competitive advantage for P&G worldwide.



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Position Held & Dates

Residence

Cincinnati, Ohio, USA

Date of Birth

June 19, 1954

Place

Stoke-on-Trent,
England, UK

Education

University of Wales, UK
B.Sc., 1976

University of Calgary, Canada
M.Sc., 1979

University of Arizona, USA
Ph.D., 1983

Date Joined P&G

June 2, 1983

1983	Division Toxicologist, Health & Personal Care, Technology Development, USA
1985	Division Toxicologist, Health & Personal Care, Product Development, USA
1987	Section Head, Safety and Information Management, Health & Personal Care, Product Development, USA
1990	Section Head, Olestra, Regulatory & Clinical Development, USA
1991	Associate Director, Olestra, Regulatory & Clinical Development, USA
1999	Associate Director, Olestra, Regulatory & Clinical Development and P&G Pharmaceuticals, USA
1999	Associate Director, Professional & Regulatory Services and Professional Relations, North America
2000	Director, External Relations, North America
2003	General Manager, External Relations, North America
2003	General Manager, External Relations, Central and Eastern Europe, the Middle East and Africa
2005	General Manager, External Relations, Greater China
2006	Vice President, External Relations, Greater China
2007	Vice President, External Relations, Greater China and Asia
2008	Vice President, Global Corporate Communications & Reputation and North America External Relations
2009	Global External Relations Officer