

Loïc Tassel

President, Europe Selling & Market Operations



Residence

Geneva, Switzerland

Birthplace

Saint-Brieuc, France

Education

HEC (Hautes Études
Commerciales), Paris 1988

Date Joined P&G

September 1, 1988

Year	Position Held
2017	President, Europe Selling and Market Operations (SMO)
2014	Vice-President, P&G Shave Care (Gillette & Venus), Europe & India, Middle East and Africa
2013	Vice-President, France, Belgium & Netherlands SMO
2008	Vice-President, France SMO
2005	General Manager, North West Africa SMO
2000	Marketing Director, Home Care WE Regional Business Unit, Geneva
1998	Marketing Director, Fabric & Home Care and Beauty Care, Nordic SMO
1996	Marketing Manager, Fabric & Home Care, Nordic SMO
1994	Marketing Manager, Baby Care, France SMO
1993	Brand Manager, Baby Care, France SMO
1991	Brand Manager, Household Cleaners, France SM
1988	Assistant Brand Manager, Laundry, France SMO