



BIOGRAPHICAL DATA

GIOVANNI CISERANI

President, Western Europe MDO

RESIDENCE: Versoix / VD, Switzerland

DATE OF BIRTH: July 08, 1962

PLACE: Verona, Italy

EDUCATION: Bocconi University Milan, Italy (Business Administration)
(1983-1987)

DATE JOINED PROCTER & GAMBLE: March 9, 1987

POSITIONS HELD AND DATES:

1987 - ABM Ariel Handwash, P&G Rome, Italy
1988 - ABM Dash Laundry, P&G Rome, Italy
1989 - BM Dash Laundry, P&G Rome, Italy
1993 - Associate Marketing Director, Paper Italy, FATER Joint Venture, Pescara, Italy
1998 - Marketing Director, Pampers Western Europe, P&G Schwalbach, Germany
2000 - General Manager, Baby Care Western Europe, P&G Geneva, Switzerland
2003 - Vice President-Europe Baby Care, P&G Geneva, Switzerland
2004 - Vice President & General Manager UK & Ireland, Brooklands, UK
2007 - President Western Europe MDO, P&G Geneva, Switzerland

FAMILY

Married to Ivana Modena - 2 children

HOBBIES

Avid sports fan

MEMBERSHIPS / External Associations Activities

Board Member of AIM (Association des Industries de Marque / European Brands Association), Brussels
Board Member of ECR Europe (Efficient Consumer Response), Brussels
Member of Swiss - American Chamber of Commerce, Zurich