



BIOGRAPHICAL DATA ON

JAMES R. STENDEL
Global Marketing Officer

RESIDENCE: Cincinnati, Ohio, USA

DATE OF BIRTH: May 5, 1955

PLACE: Lancaster, Pennsylvania

EDUCATION: Franklin & Marshall, B.A., 1977
Penn State, M.B.A., 1983

BUSINESS AFFILIATIONS PRIOR TO JOINING PROCTER & GAMBLE:

Time Incorporated, 1977-1981

DATE JOINED PROCTER & GAMBLE: September 1983

POSITIONS HELD AND DATES:

- 1983 - Brand Assistant, Duncan Hines RTS Cookies
- 1984 - Assistant Brand Manager, Jif
- 1986 - Brand Manager, Jif
- 1989 - Associate Advertising Manager, Jif and Duncan Hines Baking Mixes
- 1991 - Advertising Manager, Shortening and Oils, Olestra
- 1993 - Marketing Director, U.S. Cosmetic Products, Hunt Valley
- 1995 - General Manager-Czech and Slovak Republics, P&G Europe, Middle East and Africa
- 1997 - General Manager-Europe Baby Care
- 1999 - Vice President-Europe Baby Care
- 2000 - Vice President-Global Baby Care Strategic Planning, Marketing and New Business Development (effective 5/1/00)
- 2001 - Global Marketing Officer (effective 8/1/01)

LOCAL AND NATIONAL ACTIVITIES:

- Local School Advisory Council, Cincinnati Public Schools, 1986-1989
- Board of Trustees, Chatfield College, St. Martin, Ohio, 1989-1993
- Board of Trustees, The Bryn Mawr School, Baltimore, Maryland, 1993-1995
- Branded Goods Manufacturers Association, Czech and Slovak Republics, 1995-1997
- American Chamber of Commerce, Czech and Slovak Republics, 1995-1997
- Detergent Manufacturers Association, Czech Republic, 1995-1997
- Board of Directors, Fulbright Scholarship Program, Czech Republic, 1997
- Advertising Council Board, 2001-2005
- Executive Committee, Family Friendly Programming Forum, 2001
- Vice-Chairman, Association of National Advertisers, 2002-2003
- Chairman, Association of National Advertisers, 2004-2006
- Chairman, American Advertising Federation Hall of Fame, 2003
- Board of Directors, Motorola Corporation 2005-present
- Board of Directors, National Underground Railroad Freedom Center, 2006-present
- Board of Trustees, Cincinnati Ballet, 2001-2005
- Seven Hills School Board of Trustees, 2003-2007
- Co-Chair, Beech Acres "For the Love of Kids" Conference, 2002-2003
- United Way, Alexis deToqueville Society



JAMES R. STENDEL
Global Marketing Officer
The Procter & Gamble Company

Jim Stengel has responsibility for the global marketing and media strategy as well as the development of the marketing organization for the world's largest advertiser, Procter & Gamble.

Appointed Global Marketing Officer in 2001, Jim reinvigorated the marketing culture at P&G to deliver breakthrough marketing and media innovation focused solely on putting the consumer at the center of every decision.

Jim is a 23-year veteran of P&G, joining the company as a Brand Assistant on Duncan Hines Cookies. He rose through the brand marketing ranks in the Food and Cosmetics businesses through the early 1990s.

In 1995, Jim was named General Manager of the Czech and Slovak Republics for P&G's Europe, Middle East and Africa regions. In 1997, he was appointed General Manager of P&G's European baby care division, and named Vice President of that division in 1999. He became Vice President of Global Baby Care Strategic Planning, Marketing and New Business Development in 2000. He was promoted to the company's top advertising and marketing position in 2001.

Jim is recognized both internally at P&G and externally in the industry as a champion for developing leading edge marketing capability. He was recognized in 2003, 2004 and 2006 by *Advertising Age* as the number one "Power Player" in marketing. In 2005, he was recognized as Grand Marketer of the Year by Brand Week magazine and also in 2005 P&G was named Marketer of the Year by Advertising Age magazine.

Jim serves on the Board of Directors of the Motorola Corporation. In 2006, he also joined the Board of Directors for the National Underground Railroad Freedom Center located in Cincinnati, OH. He has served as Chairman of the Association of National Advertisers (2004-06) and is a former Chairman of the American Advertising Federation Hall of Fame.

A 1977 graduate of Franklin & Marshall, the Lancaster, PA native earned his M.B.A. from Pennsylvania State University in 1983. Prior to joining P&G in 1983, he spent four years at Time Incorporated.

He resides in Cincinnati with his wife, Kathleen, and their two children.