



Eric Breissinger

President – Family Care

Eric Breissinger leads P&G’s Global Family Care organization. He has spent more than half his career leading and marketing Family Care brands—from field sales, to brand management, to customer and category oversight. He also has proven in-market success, exceeding top and bottom-line performance targets as the leader of P&G’s Canada business. As North America’s Family Care and Global Brand Franchise leader, Eric has been key to the sustained success of brands like Charmin, Bounty, and Puffs... even during a global pandemic.

Eric consistently seeks value creation through clear business model choices, innovative go-to-market strategies, and excellent execution to win with consumers, customers and shareholders. He is an inspirational and inclusive organization leader who establishes a balanced culture of innovation and productivity to build brand equity and long-term shareholder value.

Birthplace

Buffalo, New York

Education

B.A. Political Science Yale University

Date Joined P&G

June 28, 1989

[LinkedIn Profile](#)

Year

Positions Held

2021	President, Family Care
2019	Senior Vice President, Family Care, North America and Global Brand Franchise Leader, Family Care
2016	Vice President, General Manager, Canada
2010	Vice President, Family Care, North America and Global Brand Franchise Leader, Family Care
2007	Vice President, Family Care Upstream and Global HHC Marketing
2006	Marketing Director, Bounty, North America
2003	Marketing Director, Personal Health Care
2000	Marketing Director, Walmart Customer Team
1996	Brand Manager, Personal Health Care, North America
1994	Asst. Brand Manager, Home Care, North America
1992	Asst. Brand Manager, Oral Care, North America
1989	Market Field Sales, Paper Sector, North America