

Susan Mboya
Marketing Director
Global Oral-B Power Brushes

Susan is currently the Global Marketing Director for Oral B Power Brushing at Procter & Gamble. In this role, Susan oversees a portfolio with almost \$1 billion in global annual sales, across 40 countries in 7 regions. Susan is responsible for the development of strategic business plans, global advertising and the development of new products for a high- tech portfolio of brushing products, ranging in price from \$5 to \$150.

Prior to this, Susan led the Pampers Baby Wipes Global business, overseeing over \$0.5 billion in global sales. In this role, Susan led the development of a global portfolio of products, delivering record volume 2 years in a row.

In her previous role at Procter & Gamble, Susan led a multifunctional team in the development and execution of an African American strategic plan for P&G. Susan was responsible for P&G's outreach to African American consumers by developing relevant advertising and building relationships with African American vendors and agency partners. Under her leadership, P&G forged an agreement with two leading African American agencies creating more effective and integrated ways to meet the needs of African American consumers.

Mboya obtained a Ph.D. and M.Sc. in Industrial Pharmacy from the Massachusetts College of Pharmacy in Boston, and a B.Sc. in pharmacy from the University of Connecticut.

A native of Kenya, Susan returned to East Africa after college to begin her career at P&G as a product development manager. She led the implementation of a quality assurance compliance program that took the plant's quality assurance rating to 85 percent in just 13 months. In recognition of her extraordinary skills, P&G moved her to a Brand Marketing assignment in 1996 on the Always Brand, where she successfully introduced Always Ultra in East Africa, positioning it as an alternative to the country's primary forms of feminine hygienic protection – cotton, wool or cloth. Susan created several marketing programs, including a teen point-of-market-entry program that reached 90 percent of school-age girls in three countries.

From this impressive beginning, Mboya moved from Nairobi to Minneapolis to become Brand Manager on P&G's customer marketing team for Target Stores. In this role, she worked with Target on the famous initiative "Pop Art" multimedia campaign in which various P&G brands were portrayed as trendy accessories. After that assignment, she moved on to the Puffs Brand where she returned the declining brand to sustained growth trend following five years of decline. Susan worked with the Publicis Agency to develop the "Little Noses" animated campaign that grew the Puffs Super Premium segment to leadership share and won a Mobius Award in 2001.

Susan's passion and commitment extends beyond well advertising. As the recipient of a Jack Avrett Spirit Award from the American Advertising Federation, Mboya is making a tremendous difference in the lives of young people especially young women. Susan is the founder of the Zawadi ("gift in Swahili") program, a scholarship program that benefits needy young women with College Scholarships in the US. Susan has utilized her contacts at P&G and in Cincinnati to establish 15 full-time scholarships for needy girls from East Africa at numerous prestigious colleges, including Yale University, Smith College, Xavier University and Miami University. The students maintain an impressive average GPA of 3.7, while working part-time, and participating in on-campus events. The Zawadi program saw its first student graduate Cum Laude this year from Miami University, with a degree in Finance.