



# Bruno Piacenza

## **Executive Vice President Laundry & Home Care**

Born on December 22, 1965 in Paris, France

Bruno Piacenza is married with two children.

### **Career**

Since March 2011	Executive Vice President Laundry & Home Care
Jan – Feb 2011	Executive Vice President
2005 – 2010	Corporate Senior Vice President Cosmetics/Toiletries Asia Pacific & South Western Europe (2008-2010), and Middle East North Africa (2007-2010) and President of Henkel France (2005-2010)
2004 – 2008	General Manager of Cosmetics/Toiletries Henkel France
2002 – 2003	General Manager of Cosmetics/Toiletries Henkel Italy and Greece
1999 – 2001	Marketing Director Haircare Worldwide Henkel Düsseldorf (Germany)
1998	Marketing and Category Management Director, Cosmetics/Toiletries Henkel France
1996 – 1997	Marketing Manager Skin/Oral/Fragrance categories, Cosmetics/Toiletries Henkel Düsseldorf (Germany)
1993 – 1995	Marketing Group Manager, Cosmetics/Toiletries Henkel France
1990 – 1992	Joined Henkel and occupied various positions within Cosmetics/Toiletries Henkel France
1989	Junior Consultant at Bain & Company

### **Education**

Business School – HEC Paris (Hautes Etudes Commerciales)