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Henkel Consumer Brands North America announces new sales leadership

Henkel Appoints Marc Grannum Senior Vice President of Commercial Development for Henkel Consumer Brands North America

Stamford, CT -- Henkel, a leading manufacturer of well-known consumer brands including Persil®, Purex®, and all® laundry detergents, Snuggle® fabric softeners, Schwarzkopf® hair care, and Dial® soaps, announced today that it has named Marc Grannum as Senior Vice President of Commercial Development for Henkel Consumer Brands, North America. Grannum is based at Henkel's North America Consumer Goods headquarters in Stamford, CT.

Grannum was most recently with The Campbell's Company for four years. His experience there includes leadership positions as Vice President of Sales for their Direct Grocery and Growth Channel divisions in North America. Prior to Campbell's, Grannum began his career with varying sales roles at Stafford Bros & Draeger in South Africa before beginning a thirteen-year tenure at Reckitt, an international producer of health and hygiene consumer brands. Grannum's career growth led him to relocate from South Africa to the United States in 2016 to serve on Reckitt's sales leadership team and in multiple vice-presidential roles.

"With his broad international leadership experience and his deep expertise in Commercial Strategy and Sales across a variety of categories, Grannum is well-positioned to lead the Sales Organization for the Henkel Consumer Brands business in North America," said Phil Schaffer, Corporate Senior Vice President, Henkel Consumer Brands, North America.

"I'm thrilled to be joining the Henkel Consumer Brands team in North America. I'm passionate about uniting cross-functional teams around a clear strategic vision, building strong customer partnerships, and driving operational excellence. I look forward to delivering sustainable growth and lasting value by fostering a culture of accountability and innovation," said Grannum.



Grannum holds a Marketing degree from the University of South Africa; and has completed executive leadership development programs focused on high-performance management and negotiation throughout his career.

About Henkel in North America

Henkel's portfolio of well-known brands in North America includes all®, Purex® and Persil® laundry detergents, Snuggle® fabric softeners, Dial® soaps, Schwarzkopf® hair care, as well as Loctite®, Technomelt® and Bonderite® adhesives. With sales close to 6.5 billion US dollars (6 billion euros) in 2024, North America accounts for 28 percent of the company's global sales. Henkel employs around 8,000 people across the U.S., Canada and Puerto Rico. For more information, please visit www.henkel-northamerica.com and on X [@Henkel_NA](https://twitter.com/Henkel_NA).

Photo material is available at www.henkel-northamerica.com/press

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