

Frank Herkströter
Procter & Gamble



- **Background/education:** Dutch, but educated in various countries, fluent English, German and Dutch; French “rusty” as one of the results of diverse education. Graduated as a Dentist in 1985; PhD Medicine Groningen State University, the Netherlands 1990.
- **P&G work to-date:**
 - Expansion of P&G into Central and Eastern Europe
 - Brand Franchise work (consumer & prescription products)
 - Brand equity work
 - Fundamental Consumer Understanding
 - (Medical) Device development
 - Global Strategy Development
 - Brand Building Framework
 - Divestures & Acquisitions.
 - Open Innovation : Global Business Development