

## **DAWN WILLIAMS THOMPSON**

### **Director, Procter & Gamble Advertising Development, Oral Care/Health**

Dawn Williams Thompson has a 25 year career in Marketing, and is currently one of thirty expert strategic and development consultants in Procter & Gamble's Advertising Development Department. This expert organization is responsible for consulting, training and knowledge creation on Holistic Communication best practices in North America and globally. This group works directly with the brands and global business units as champions of achieving winning propositions across both initiatives and brands. Prior to joining Procter & Gamble, Dawn worked for Aetna Insurance Company and Northern Telecom in Product Management. Dawn spent many years in beauty primarily on Olay, Cover Girl, Max Factor and Secret brands. She is currently a Director, Advertising Development, in Health and Well Being focused on Oral Care. Dawn is active in her community to support children's efforts for at risk/underprivileged children (Jack and Jill of America, Inc. with focus on Boys and Girls Clubs/Inner City School Programs), Girl Scouts (troop leader/life member), and Mt. Zion Baptist Church-Woodlawn,OH/ Tabernacle Baptist Church- Dayton,OH.

Now with an 18 year career at P&G, Dawn has a proven successful portfolio from developing and deploying product initiatives and brand campaigns. Dawn has worked across a variety of brands including: Always, Cascade, Charmin, Cover Girl, Head & Shoulders, Max Factor, Olay, Oral B, Prilosec, Pepto Bismol, Metamucil and Secret. From this work, Dawn has been on brands that have won Effie /AAF Mosaic/ANA awards (Olay, Crest and Max Factor), and numerous other industry acknowledgements. Dawn has spent her career in marketing and holistic communications. Her agency clients have included: Arnold, Saatchi and Saatchi, Grey, Burrell, Digitas (Interactive), ARC (FMOT), DeVries (ER), MS&L (ER), Medicus (Professional), Publicis, and Carol H. Williams. Her organizational work has focused on retention, and advancement of women and multi-cultural employees, as she has mentored many as the most senior African American marketer at P&G based on years in the Marketing function. Dawn added the "My" to Black Is Beautiful to create the sustainable idea for the African American beauty and well being scale program, "My Black Is Beautiful". Dawn is a past member of the ANA Multicultural Committee, and is a 2<sup>nd</sup> time Kelly Awards (Print) judge in 2008. Dawn has a B.A. in Economics, with a minor in Management from Spelman College in Atlanta, GA. She holds a Masters in Business Administration from Harvard Business School. She is married to Donald Wayne Thompson, Jr., and she has two fabulous children, Noelle, 13 and Donald 11, avid writers and athletes.

Dawn was awarded one of the first ever ADCOLOR awards in 2007 as an Innovator by the collaboration between the Advertising Club of New York, the Association of National Advertisers (ANA), the American Advertising Federation (AAF), the American Association of Advertising Agencies and Arnold Worldwide. These awards honor the individual's results and inspiration in the hope of inspiring a whole new generation of multicultural leaders in the communication industry.