

Mr. Issam Bachaalani

We are pleased to announce the appointment of Mr. Issam Bachaalani as the Managing Director of Colgate-Pamolive (India) Limited effective 1st October 2014. With his previous experience in managing Malaysia and Global Toothbrush Division, Issam is returning to Asia Division well equipped to lead and expand India's growth momentum.

Most recently Issam was Vice President and General Manager of the Global Toothbrush Division, where he and his team drove the business to record-high global market shares expanding Manual Toothbrush Leadership every year, with record sales, profits and unprecedented innovation stream of successful new products.

Mr. Bachaalani joined Colgate in 1991 in the Global Marketing Development Program. In 1996, Mr. Bachaalani joined the Central Europe/Russia Division as Marketing Manager. In 1999, he was promoted to Marketing Manager, Household Surface Care for C-P Mexico, and he later became Marketing Director, C-P Dominican Republic. In 2002, Mr. Bachaalani was promoted to Marketing Director of C-P South Africa.

In 2006, Mr. Bachaalani was promoted to General Manager, C-P Hong Kong, where he and his team strengthened toothpaste market shares. In 2009, Mr. Bachaalani was then promoted to General Manager for C-P Malaysia, Singapore and Brunei.

Mr. Bachaalani holds a BS degree in marketing from Lebanese-American University.