



Reuben Mark

**Retired Chairman and CEO
Colgate-Palmolive Company**

With a Colgate career spanning more than 45 years, Reuben Mark was the longest-serving leader in Colgate's history as a public company. For almost two and a half decades, he led the Company through a period of extraordinary progress and growth, global expansion and ever-increasing worldwide market share leadership, resulting from a sharply focused business strategy. Mr. Mark was a champion of the distinctive Colgate culture that sustained this success, with a deep commitment to managing with respect, developing all Colgate people and instilling them with Colgate values.

Mr. Mark's wide-ranging career at Colgate gave him experience in all areas of Colgate's worldwide business. After joining Colgate in 1963, he served in various marketing and management positions in the U.S., Latin America, and Europe. He became President of Colgate's Venezuelan company in 1970, President of Colgate Canada two years later, and was appointed Vice President of Asia in 1974.

In 1983, Mr. Mark was named President and Chief Operating Officer, as well as a Director. In 1984, he was elected Chief Executive Officer, a position he held for 23 years until his retirement in July 2007. He served as Chairman of the Board of Directors from 1986 until he retired from the Board at the end of 2008.

Mr. Mark received a master's degree from Harvard Business School and an undergraduate degree from Middlebury College. He served as an infantry officer in the U.S. Army. He was born in Jersey City, New Jersey and resides in Greenwich, Connecticut.

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