

## GEORGE FATOUROS

George Fatouros is the Head of Established Markets EMEA for Bayer Consumer Health, based in Switzerland.

His previous roles included Head of Europe North & Africa, Head of LATAM and Head of APAC and MD of Australia/New Zealand for PZ Cussons.

He has also had progressive commercial and management responsibilities with Sara Lee, Pepsico and Roche Consumer Health. He has been based in Greece, UK, Indonesia, Australia, Thailand, USA and Switzerland. He holds BA (Honors) and MBA degrees.