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Former P&G CEO to help lead \$1B tech firm with major Cincinnati operation

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Former Procter & Gamble Co. CEO Bob McDonald has been appointed to the board of Quotient Technology Inc., a \$1 billion Silicon Valley tech firm that works closely with P&G and has more than 200 employees in Cincinnati.

McDonald, 65, an Indian Hill resident who was chief executive of the Cincinnati-based maker of consumer goods such as Tide detergent (NYSE: PG) from 2009 until he retired from P&G in May 2013, is expected to provide Quotient with insights on the consumer-packaged goods and retail industries.



Former Procter & Gamble CEO Bob McDonald has been appointed to the board of Quotient Technology.

Mountain View, Calif.-based Quotient (NYSE: QUOT) works with P&G and retailers such as Cincinnati-based Kroger (NYSE: KR) on digital platforms to reach shoppers. Quotient specializes in digital promotions, media and analytics to deliver personalized digital coupons and ads to millions of shoppers daily.

“This is a challenging and exciting time for CPGs and retailers, and Quotient is addressing many of the technological needs and delivering outstanding solutions that the industry should fully embrace to compete in today’s highly competitive environment,” McDonald said. “I’m confident in the company and its prospects, and I’m thrilled to be joining the board of this exciting and growing company.”

Quotient, which began as Coupons.com in 1998, acquired Cincinnati-based marketing startup Ahalogy in June. Ahalogy helps market on social media through a network of influencers who tout consumer packaged goods and retail brands.

In addition, Cincinnati is home to Quotient’s second-largest office, with more than 200 employees working out of the Kenwood Collection office tower in Sycamore Township.

McDonald oversaw more than 100,000 employees as CEO of P&G. He began working at P&G in 1980, and within a few years became brand manager for Tide. He led several P&G divisions around the world before becoming chief executive. He later was secretary of Veterans Affairs under President Barack Obama.

“Bob’s proven leadership and his deep experience in the consumer-packaged goods and retail industries should prove invaluable as we continue to help CPGs and retailers transform their businesses to meet the

demands of today's digitally savvy shopper," said Steven Boal, founder and executive chairman of Quotient.

Mir Aamir, Quotient's chief executive officer, said he looks forward to working closely with McDonald as the firm continues to scale the business.

"Quotient is at an exciting point in its evolution, and Bob's experience and knowledge of the industries we serve will be extremely helpful," Amir said.

McDonald is Quotient's ninth board member. The others are: Boal, Aamir, Jody Gessow, Steve Horowitz, Michelle McKenna, David Oppenheimer, Scott Raskin and Christy Wyatt.

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