

# Laura Tapia Navarro

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Independent Board Member | Former P&G LATAM Marketing Director  
Bosques de Las Lomas, Mexico City  
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## Board Candidate Biography

Laura Tapia Navarro is a seasoned Independent Board Member and former senior executive at Procter & Gamble with over 30 years of international experience in consumer goods, insurance, technology, and education. She currently serves on multiple boards across diverse industries, including General de Seguros (Insurance), GEMSO (Multi-sector), and has represented IDB-Invest as board observer at GAIA Design (Retail VC). Laura is known for her expertise in marketing strategy, digital transformation, and brand value creation, having led billion-dollar businesses and managed marketing investments exceeding \$150M annually across Latin America.

## Selected Board Experience

- Independent Director, General de Seguros – Insurance sector (2020–present)
- Independent Director and Strategy Chair, GEMSO Group – Multi-industry holding (2019–present)
- Board Observer for IDB-Invest at GAIA Design – Furniture and eCommerce (2021–2024)
- Board Member at Grupo Cristal (Jewelry), Rendilitros (Energy), and Canasta Rosa (Marketplace)
- Chair of the Board, Comunidad Educativa Tomás Moro (Education)

## Executive Credentials

Fortune 500 Company Latin America Marketing Executive and Consultant. 25-year career at Procter & Gamble, including leadership of LATAM marketing operations across 8 countries. Led brand building for Pampers, Head & Shoulders, Vicks, and Pringles. Recognized for pioneering P&G's digital transformation in Mexico and advancing regional capability development in shopper marketing, brand strategy, and cognitive neuroscience in advertising.

## Education & Governance Training

- Harvard Business School – Governing for Nonprofit Excellence
- INSEAD & HBS – IWF Leadership Foundation Program
- NACD – Director Professionalism Program
- IPADE Business School – Boards in Action Program
- BSc in Computer Science – Universidad Iberoamericana

## Professional Affiliations & Recognition

- Member – Women Corporate Directors and International Women's Forum (Mexico Chapter)
- Mentor – Endeavor and Victoria147 (Top 100 Mentor)
- Women to Watch – Advertising Age
- Most Powerful Women in Mexico – CNN Expansion (2008–2015)