

B. Neufarth Bio Statement

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Group Scientist at Procter & Gamble

Brad Neufarth joined P&G full time in 2005 within the Fabric Care R&D Packaging organization. Brad has remained in R&D Packaging throughout his 20 years at P&G, particularly with a technical depth and focus role in Rigid Packaging.

This role has comprised a wide array of new 3D Packaging developments encompassing a range of technical development applications and technologies. Brad has worked in nearly all of the P&G businesses which utilize Rigid Packaging, including Fabric & Home Care, Beauty Care, Oral Care, and Personal Healthcare. These product launches have been across the globe providing experience in both regions/cultures and business segments.

Brad's current role is within the Hair Care R&D Packaging organization. A key responsibility which has developed in this role is CMF (Color | Material | Finish) Innovation, particularly encompassing Holistic CMF Solutions, to drive Innovation and Sustainability within the Beauty Care Packaging space. CMF is a key passion area for Brad and he greatly enjoys this fusion of Creative and Technical objectives.