

Brad Casper

President & CEO, The Dial Corporation

Education:

Virginia Tech University

Bradley A. Casper was named President and Chief Executive Officer of The Dial Corporation in April 2005. The Dial Corporation, a subsidiary of the Henkel Group/Germany, is headquartered in Scottsdale, Arizona, and is one of America's leading manufacturers of consumer products, including Dial® soaps, Purex® laundry detergents, Renuzit® air fresheners, and Right Guard® deodorants. Dial products have been in the American marketplace for more than 100 years.

Casper joined Dial from Church & Dwight, where he served as President, Personal Care, from 2002. Prior to joining Church & Dwight, he spent 16+ years at Procter & Gamble, most recently as Vice President, Global Fabric Care. Previous to that role, Casper held increasingly responsible senior positions at Procter & Gamble including General Manager, Hong Kong and China Hair Care, and Marketing Director, Laundry & Cleaning Products in Kobe, Japan.

Casper also serves on the Board of Personal Care Products Council (PCPC), the Grocery Manufacturers Association (GMA), and the Leader to Leader Institute. Locally, Casper is a member of the Greater Phoenix Leadership Council (GPL) a Board Member of the Greater Phoenix Economic Council (GPEC), and Vice Chairman of the Scottsdale Unified School District Foundation (SUSDF). He holds a Bachelor of Science Degree from Virginia Tech University and is a Fellow at the Thunderbird Graduate School of Management.

