



P&G CEO CHALLENGE 2018

A GREAT WAY TO JUMP-START YOUR CAREER.

<http://pgcareers.com/ceo-challenge/>

If you think you've got what it takes to set out a high-level strategy for a billion-dollar brand, test your business knowledge on our global CEO challenge.

Sign up to our competition and play the part of P&G manager, undertaking in-depth business case studies and producing winning solutions to advance your career.

Navigate your way through and, as well as getting valuable exposure to senior P&G people, you could see yourself jetting to Rome and Panama City. What's more, impress our judges and you could land yourself an invitation to the P&G 2018 Signal conference held in Cincinnati. You'll meet David Taylor of the P&G executive board alongside some of the world's biggest disruptors and digital executives, who'll share insights into how innovation is shaping business.

HOW DOES IT WORK?

STAGE 1

SIGN UP

Submit your application on pgceochallenge.eu and pass our online assessment.

STAGE 2

ONLINE CASE STUDY STUDY

Solve a multiple-choice, online Head & Shoulders case study.

STAGE 3

THE BIG CASE

Visit your local P&G office and solve a Head & Shoulders case study.

STAGE 4

EUROPEAN FINAL

Present your solution at our Rome office.

STAGE 5

GLOBAL FINAL

Compete with other finalists from all over the world in Panama City.

THE GRAND PRIZE

As the grand final winner, you'll receive an invitation to to the P&G 2018 Signal conference held in Cincinnati. You'll join David Taylor of the P&G executive board and some of the world's biggest disruptors and digital executives, who'll be sharing their insights into how innovation is shaping business.

WHO CAN SIGN UP?

Anyone can sign up – as long as you are a registered student in your 3rd year or above at a university from one of the countries below. To learn more about the eligibility criteria, see our [terms and conditions](#).