

P&G ジャパン合同会社 広報渉外 執行役員 住友聡子

2000年 P&G ジャパン広報渉外本部入社。ハウスホールドケア、ベビーケア、ビューティケアなど様々なカテゴリーの製品広報を担当した後、企業広報として国際オリンピック委員会スポンサーシップに伴うキャンペーン発信、多様性推進、環境サステナビリティ、社会貢献など企業ブランディングを立案・実施。

2019年より現職。P&Gの企業・製品ブランドのレピュテーション構築、対外発信、組織育成を担うとともに、経営層による Equality & Inclusion チームをリードしながら組織内の多様性・インクルージョンを推進。管理職向けの社内研修やコーポレート・シチズンシップ研修も担当。

2016年に、多様性とインクルージョン（受容と活用）を社外向けに啓発する「P&G インクルージョン啓発プロジェクト」を立ち上げ、現在までに700組織以上に無償でP&Gが30年近く培ってきたノウハウを提供。更に社内アライコミュニティ立ち上げ・運営の経験に基づき、「アライ育成研修」として社外研修提供も2021年より開始。社外啓発・社内発信を通じて多様性が活かされる職場づくり・社会づくりに邁進している。

2児（小学生・保育園児）の母。

Satoko Sumitomo joined P&G Japan's Public Affairs Division in 2000. She led brand communications across categories such as house hold care, baby care, and beauty care. She then moved to Corporate Communications where she developed and implemented corporate branding via Corporate Citizenship such as equality and inclusion, environmental sustainability, and social responsibility related to International Olympic Committee sponsorship.

She was assigned to current position from 2019. She is responsible for building and protecting P&G's corporate and brands reputation, external communications, and organizational building, as well as promoting diversity and inclusion within the organization as a leader of E&I board. She is also the corporate trainer for managers of others as well as corporate citizenship.

In 2016, she launched the "P&G Inclusion Outreach Project" to raise understanding of "inclusion" among external stakeholders, and to date has provided training to more than 700 organizations for free based on the nearly 30 years of P&G's expertise. Furthermore, based on the experience of launching and operating internal LGBTQ+ Ally community, she started providing "Ally development Outreach training" to external organizations in 2021. She is striving to create an inclusive workplace and society where diversity is fully utilized through external activities and internal communication.

Mother of two children (elementary school and nursery school).