



Bradley A. Casper
President and Chief Executive Officer
The Dial Corporation

Bradley A. Casper was named President and Chief Executive Officer of The Dial Corporation, a company of Henkel KGaA, in April 2005. Casper oversees business operations of some of America's most trusted consumer products, including Dial® soaps and body washes, Purex® laundry detergent, Renuzit® air fresheners, and Right Guard® antiperspirant/deodorants.

Casper joined Dial from Church & Dwight, where he served as President, Personal Care, since 2002. Prior to joining Church & Dwight, he spent 16 years at Procter & Gamble, most recently as Vice President, Global Fabric Care. He held increasingly responsible senior positions at Procter & Gamble prior to that role, including General Manager, Hong Kong and China Hair Care, and Marketing Director, Laundry & Cleaning Products. Earlier in his career, Casper worked for the General Electric Company as a financial analyst.

Casper is a member of the Greater Phoenix Leadership Council (GPL) and a Board Member of the Greater Phoenix Economic Council (GPEC). Casper also serves on the Board of the Cosmetic, Toiletry and Fragrance Association (CTFA) and is a Board Member of the Scottsdale Unified School District (SUSD) Foundation. He holds a Bachelor of Science degree from Virginia Tech University.

