

WORCESTER POLYTECHNIC INSTITUTE

ROBERT H. GODDARD ALUMNI AWARD



THE ALUMNI ASSOCIATION

PRESENTS TO

MARIA ELISA CARVAJAL '88

THIS AWARD IN RECOGNITION OF

OUTSTANDING PROFESSIONAL
ACHIEVEMENT

MARIA ELISA CARVAJAL, your professional expertise has been developed and applied to the same company throughout your career. You are an example of how an individual can find a professional home and grow from the cubicle to the corner office. For these reasons and the innovations you have driven at Colgate-Palmolive, the WPI Alumni Association is proud to honor you today.

You graduated with a bachelor's degree in chemical engineering. Following that, you studied at the F. W. Olin Graduate School of Business at Babson College, earning a master's degree in international business administration in 1990. Your education provided a solid foundation for your successful career.

You then began working as a marketing manager for Colgate-Palmolive, a worldwide consumer products company focused on the production, distribution, and provision of household care, health care and personal care products. Over the next seven years, you earned six promotions. By 1997 you were the marketing manager for the fabric care category at Colgate-Palmolive, the largest profit contributor of the Colombian subsidiary in the 1990s. For two years following, you were the associate director, Latin America division, overseeing personal care, home care and fabric care for all of Latin America.

During the next decade, you moved into marketing director positions at Colgate-Palmolive. You led the development of new products for the personal care category for the United States market and then moved on to lead the development of a centralized Customer Marketing Department for the Central America region developing retail strategy and action plans for six countries. Starting in 2003 you served four years as

the marketing director, for the personal care Innovation Center for Asia Pacific Division. In 2007 you entered a new role leading all advertising development, media planning, digital and shopper marketing capability building for the Greater Asia Division, which included China, India, South East Asia, Russia, and Turkey. From 2010 to 2012 you were general manager Consumer Innovation Center leading the team that developed and launched all innovation for the North America Market including Colgate Optic White, one of the most successful incremental new products for this market. You then were named vice president and general manager for Colgate Oral Pharmaceuticals, a division of Colgate that markets and sells to dental professionals.

Most recently you moved back to New York and are currently vice president of Global Marketing Communications leading the development of marketing capabilities for the increasingly complex and constantly changing digital world. This data rich, technology-reliant Digital Marketing and eCommerce open up a whole new world of opportunities requiring new competencies and capabilities.

You currently serve as the vice president of global marketing for the company.

Maria Elisa Carvajal, you have spent your career working for Colgate-Palmolive. Loyalty is rare today. You have made an impact on many by leading innovation and development of new capabilities in North America, Latin America, Asia Pacific and Eastern Europe. The WPI Alumni Association is pleased to recognize you with the Robert H. Goddard Alumni Award for Outstanding Professional Achievement.

June 2, 2018

President, WPI Alumni Association