



Tabata Gomez

Chief Marketing Officer, McCormick & Company

As a dynamic leader in the food industry, Tabata Gomez serves as McCormick's Chief Marketing Officer, overseeing the #1 Herbs & Spices Brand in the world, along with the #1 Hot Sauce and #1 Mustard. In her role, she strategically leads the Global Marketing organization and collaborates with Regional Commercial teams and Global Functions to drive growth, enhance brand and flavor differentiation, and support innovation objectives. Tabata is dedicated to accelerating global digital marketing capabilities across a prestigious portfolio of brands, including McCormick, Frank's RedHot, French's, Cholula, Old Bay, Stubb's, Lawry's, Ducros, and Vahine. She is also a valued member of McCormick's Global Operating Committee.

Prior to joining McCormick, Tabata was the Chief Marketing Officer for Stanley Black & Decker, Tools & Outdoor, where she managed a \$14 billion portfolio, including renowned brands such as Dewalt, Craftsman, and Black & Decker. She also held the position of President of the Global Hand Tools, Accessories & Storage Group, a \$4 billion business unit within the company.

Tabata's extensive experience includes her role as Vice President of Rimmel at Coty, Inc., and a notable 13-year tenure at Procter & Gamble, where she excelled in various positions in Brand Management, Marketing, and Innovation, contributing to iconic brands like Covergirl, Max Factor, Braun, Crest Whitestrips, Ariel, Dawn, and Mr. Clean.

She holds a Bachelor of Arts in International Relations from Universidad Iberoamericana in Mexico City. Fluent in several languages, Tabata grew up in Mexico City and currently serves on the Board of Directors of Helen of Troy Limited.