



Nicole Johnston

Chief Sales Officer, Food Division
Newell

Nicole Johnston is the chief sales officer for the food division at Newell where she oversees sales, trade marketing, e-commerce, retail execution, shopper marketing, and distributor management.

Johnston joined Newell in August 2020, bringing over two decades of sales and management experience. Before Newell, Nicole served as the head of pet healthcare for Boehringer Ingelheim (BI). Prior to BI, she was the vice president of sales for Latin America with Kimberly-Clark, where she led work to change the go-to-market strategy as well as leading the global club and dollar channels for Hershey Foods. She also served in various U.S. and global sales and marketing leadership roles with Procter & Gamble for 20 years, including living in Geneva, Switzerland for over four years. During her tenure, Johnston was instrumental in leading global product launches and launching new categories—including Febreze Air Care. She also established new channels of business, delivered record-setting profitability, and entered new markets such as key countries in Africa for feminine care.

Nicole attended the University of Iowa where she received a BBA from the Tippie College of Business with an emphasis in marketing, a certificate in international business, a French minor, and a focus on Spanish. She is originally from Iowa and currently lives in Atlanta, Georgia with her husband, Angel.