

Position Description

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MAJOR, LINDSEY & AFRICA | 1600 MARKET STREET, SUITE 1705 PHILADELPHIA, PA 19103 | 215.636.9802

November 2023

Church & Dwight Co., Inc.

(NYSE: CHD)

Ewing, NJ 08628

churchdwight.com



Church & Dwight Co., Inc. (“Church & Dwight” or “the Company”) has engaged Major, Lindsey & Africa on an exclusive basis to conduct a global search for a **Associate General Counsel – Advertising & Marketing Counsel**. The Company is an equal opportunity employer.

EXECUTIVE SUMMARY – ASSOCIATE GENERAL COUNSEL – ADVERTISING & MARKETING COUNSEL

Overview: Church & Dwight Co., Inc. seeks a generalist with advertising and regulatory experience to support products regulated as medical devices, OTC drugs, cosmetics, homeopathic drugs, and dietary supplements. The Associate General Counsel – Advertising & Marketing Counsel (“Associate General Counsel”) will counsel senior and executive management and a wide range of functions (e.g., marketing, sales, quality, regulatory, and R&D) on a variety of general legal, regulatory, commercial, advertising and litigation issues. This position reports directly to the Chief Advertising and Marketing Counsel.

Company: Church & Dwight Co., Inc. has been making products that millions enjoy and rely on since 1846. Church & Dwight is a \$4.9 billion public company located in Ewing, New Jersey and is one of the fastest-growing consumer packaged goods companies.

Experience: The successful candidate will have a minimum of 10 years of legal experience including in-house experience. Experience with FDA regulated products is required.

Location: Three days/week in Ewing, NJ preferred. Other remote and hybrid models will be considered for a star candidate.

Compensation: Commensurate with experience. The package includes base salary, target bonus, equity and benefits.

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Company Overview

Church & Dwight Co., Inc. has been making products that millions enjoy and rely on since 1846. Church & Dwight is a \$4.9 billion public company located in Ewing, New Jersey and is one of the fastest-growing consumer packaged goods companies. The Company is the leading U.S. producer of sodium bicarbonate, popularly known as baking soda, a natural product that cleans, deodorizes, leavens and buffers. The Company's ARM & HAMMER brand is one of the nation's most trusted trademarks for a broad range of consumer and specialty products developed from the base of sodium bicarbonate and related technologies.

Church & Dwight's consumer products business is organized into two segments: Consumer Domestic, which encompasses both household and personal care products, and Consumer International, which primarily consists of a variety of household and personal care products sold across Canada, France, Australia, the United Kingdom, Germany, Mexico, and China.

The Company has fourteen key brands representing approximately 80% of its revenues. These "power brands" include ARM & HAMMER, TROJAN, OXICLEAN, SPINBRUSH, FIRST RESPONSE, NAIR, ORAJEL, XTRA, VMS (L'IL CRITTERS and VITAFUSION), BATISTE, WATERPIK, FLAWLESS, ZICAM, HERO and THERABREATH. About 43% of the Company's domestic consumer products are sold under the ARM & HAMMER brand name and derivative trademarks, such as ARM & HAMMER liquid and powder laundry detergent, ARM & HAMMER cat litter, ARM & HAMMER dental care and ARM & HAMMER baking soda. The remaining 13 power brands have been added to the Company's portfolio since 2001 through a series of acquisitions.

Church & Dwight's third business segment is Specialty Products. This business is the largest U.S. producer of sodium bicarbonate, used in a variety of industrial, institutional, medical, food and specialty cleaning applications. Additionally, this segment provides a growing range of animal agriculture productivity and wellness products.

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Reporting to the Chief Advertising and Marketing Counsel, the Associate General Counsel will bring substantial experience supporting products regulated as medical devices, OTC drugs, cosmetics, homeopathic drugs, and dietary supplements. This position will provide counsel and guidance to senior and executive management and across functions (e.g., marketing, sales, quality, regulatory, and R& D) on a wide range of legal, regulatory, commercial, advertising and litigation matters. The Associate General Counsel will partner closely with business units and executive leadership to deliver strategic legal advice and risk management on issues related to claims substantiation, labeling, advertising, promotions, recalls and market withdrawals, product launches, acquisitions, and international expansion.

This is an outstanding opportunity to join a high-growth public company and trusted consumer brand with an engaging culture and collaborative environment.

Key Responsibilities

- Act as primary day-to-day legal counsel for business units, representing the legal function, and providing cross functional subject matter expertise in an evolving digital advertising landscape. Advise the business unit(s) and executive leadership team on strategic matters and risk management.
- Review and approve product claims, substantiation, labeling/packaging, advertising (including social and digital executions), promotional materials, consumer responses, and other external communications.

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- Provide cross-functional leadership and support involving Research & Development, Regulatory, Quality, Sales, and Marketing (brand and global new products) departments. Support international Marketing teams as needed.
- Counsel and provide strategic advice on regulatory and compliance issues including recalls and market withdrawals.
- Conduct due diligence for potential acquisitions related to product claims and substantiation. Integrate acquisitions into Church & Dwight portfolio.
- Support the Company and outside counsel in offensive and defensive claims and litigation and in proceedings before the National Advertising Division, government regulatory bodies (including FDA and FTC). Prepare written submissions in support of Company positions.
- Supervise US and international outside counsel, primarily on regulatory and advertising matters.
- Contribute to FDA regulatory strategies and execution thereof, including review and editing of extensive regulatory applications and comments, including 510 (k) applications, comments to regulatory dockets related to medical devices, monograph drugs and cosmetics.
- Provide antitrust compliance counseling.

Qualifications and Experience

- JD Degree from an accredited institution.
- 10+ years of experience, including law firm and in-house experience.
- Member in good standing of at least one state bar.
- FDA regulated products industry experience (medical devices, OTC drugs, homeopathic drugs, dietary supplements, cosmetics) is required.
- International experience with regulated products (see above) is desirable.

Key Attributes

- Effective oral and written communication skills.
- Ability to work and interact with corporate management and others at all levels.
- Demonstrate strong change leadership, client development, judgment, analytic, organization and implementation skills through successful development, implementation and improvement of fundamental processes across functions/organizations.
- Demonstrated broad business orientation and ability to aggressively establish instant credibility as an attorney, change agent, and business partner with a cross functional perspective.
- Be business focused with a strong work ethic and a passion for understanding the business and contributing in a meaningful way to the business strategy.

Why Company?

- One of the leading consumer packaged goods companies in the United States.
- A growing business.
- A close-knit team.
- A culture that is infectious and rewarding.
 - Consumer obsessed & financially focused
 - Tell it like it is using facts
 - Execute with excellence and speed with an eye to the future
 - Roll up your sleeves, take action and make an impact
 - Company before function mindset – act like a business owner
 - Embrace diversity to foster innovation and creative ideas

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- Challenge status quo - nothing is sacred

Process

Interested candidates should submit a resume in Microsoft Word format addressed to:

Deborah Thompson

Partner

In-House Counsel Recruiting

dthompson@mlaglobal.com

Pamela Salling

Managing Director

In-House Counsel Recruiting

psalling@mlaglobal.com

Jared Pritchard

Search Coordinator

In-House Counsel Recruiting

jpritchard@mlaglobal.com

You may be required to complete additional documents to be considered for this position.

Please do not contact the Company directly; all resumes sent to the Company will be routed to MLA for handling and will create delays.