



NEWS RELEASE

Clorox's Ralph Loura Named CIO of the Year by Consumer Goods Technology

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Clorox's Chief Innovation Officer Ralph Loura was recently awarded Consumer Goods Technology's inaugural CIO of the Year Award at its 2013 Business & Technology Leadership Conference.

Created to honor a forward-thinking technology leader in the consumer goods industry, Loura was selected out of 25 nominations based on a variety of criteria, including the proven impact of his initiatives and his thought leadership to the industry.

Called a "true change agent" by CGT, the award recognized Loura for his recent focus on leveraging big data to provide a more refined understanding of consumer needs and for his active involvement in industry research and events.