



Franco Giannicchi

President, Latin America

Franco Giannicchi is the President of P&G Latin America, serving more than 650 million consumers with superior brands and products and leading the company's strategy and operations across one of P&G's most dynamic and diverse regions globally.

Franco is a transformative leader, as demonstrated in his previous role as Senior Vice President for Fabric and Home Care in Latin America, where he significantly increased the business's size and profitability. He passionately believes in the transformative power of products, such as how a single product can enhance a mother's life by helping her clean her family's clothes with pride.

Since joining P&G Italy as an Assistant Brand Manager in 1998, Franco has spent his career driving transformation and growth in various categories, including Baby Care, Feminine Care and Fabric and Home Care. His leadership was pivotal in the successful growth of iconic brands like Downy and the restructuring of key market regions, showing a unique ability to both navigate complex markets and inspire teams.

A deep believer in identifying one's talent and playing to that person's strengths, Franco assembles teams that complement each other's opportunity areas. He truly believes that everyone has a unique gift that can be harnessed to contribute to something larger. One of Franco's talents is his ability to break down complex problems by peeling away the layers, and helping his team identify where to focus to create the biggest impact. His approach not only simplifies challenges but also empowers his team to achieve outstanding results.

Originally from Italy, Franco has lived in nine different countries throughout his 25-year career with P&G. His multicultural experiences have shaped his approach to leadership, making him a big advocate of the importance of culture and diversity.

Passionate about family, music and his work teams, Franco's deep appreciation for different cultures and his ability to connect with people on a personal level are integral to his success. His dedication to P&G's mission and his commitment to making a positive impact on the community reflect his values and leadership ethos.

Franco is married to Francesca, and they have three children.

Birthplace

La Spezia, Italia

Year

Positions Held

Education

Degree in Economics & Management
University of Florence, Italy

2024

President, Latin America

2020

Senior Vice President, Latin America Fabric & Home Care

Date Joined P&G

January 1, 2002

2017

Senior Vice President, Southern Europe, Rome Italy

[LinkedIn Profile](#)

2016

Senior Vice President, Northwest Africa Markets Operations and Brand, India, Middle East and Africa

2015

Senior Vice President, Northwest Africa

Franco Giannicchi (cont'd)

Year	Positions Held
2011	Marketing Director, Fabric Care, Europe
2009	Associate Marketing Director, Fabric Care, Global Innovation
2006	Associate Marketing Director, Fem Care, Baby care & Family care BNL
2004	Brand Manager, Home Care, Central Europe and Middle East & Africa
2002	Brand Manager, Baby Care, Western Europe Geneva
2000	Assistant Brand Manager, Global Innovation Baby Care
1998	ABM, Fem Care Fater Italy (joint venture between P&G and Angelini Group)