



Juliana Azevedo

President, Latin America
Executive Sponsor, Gender Equality

As P&G’s President, Latin America, Juliana Azevedo leads a team of country and category leaders focused on serving Latin American consumers with superior brands and products. Juliana is the first Brazilian and the first woman to lead the company’s business in the region, which is home to more than 650 million consumers.

Juliana is passionate about innovation and category development. During her 26 years at P&G, which she joined as an intern, Juliana has led many of P&G’s iconic global brands in Brand Management and Sales leadership roles. Among her many accomplishments, Juliana launched several brands and products locally and abroad, achieving market leadership in key categories and led multiple M&A transitions in Brazil and for Latin America, including Gillette and former P&G brands Wella and Coty. In addition, she was the global Brand Franchise Leader for Feminine Care during that business’s turnaround.

Juliana is a visionary in business and leads with an intentional citizenship agenda which results in internal and external recognition, such as Bloomberg’s 500 Most Influential People 2023, 100 Most Powerful Women in Business Expansion 2023, LinkedIn Top Voice, CNN Brazil Remarkable, Forbes Top 10 CEOs in Brazil 2021.

Juliana serves as Gender Equality Executive Sponsor and believes in the exceptional value of youth development. She is deeply involved in her community, currently serving as Leader of the Board for United Way Latin America and as member of the Board for United Way International. As part of her hands-on leadership, she often lectures and leads special classes as a guest teacher at IESE Business School and Fundação Getúlio Vargas Business School.

Birthplace

São Paulo, Brazil

Year

2024

Positions Held

President, Latin America & Gender Equality
Executive Sponsor

Education

Polytechnic School -
University of São Paulo,
B.A., Industrial
Engineering, 1995

2022

President, Latin America

2018

Senior Vice President, Brazil

Pontifícia Catholica
University of São Paulo,
J.D. Law, 1997

2015

Global Feminine Care Brand Franchise Leader
Senior Vice President

Date Joined P&G

January 15, 1996

2013

Latin America Beauty, Hair and Personal Care
RBU, Senior Vice President

LinkedIn Profile

2012

Latin America Color and Pantene
Vice President

Juliana Azevedo (cont'd)

Year	Positions Held
2009	Hair Care and Color Brand Vice President and Sales MS&P Vice President, Brazil
2006	Marketing Director, Female Beauty and Health and Well-Being, Brazil
2004	Associated Marketing Director, Health and Well-Being, Brazil
2000	Brand Manager, Feminine Care, Brazil and Latin America
1998	Assistant Brand Manager, Feminine Care, Brazil
1996	Marketing Intern, Brazil

Affiliations, Activities and Recognition

Chair of the Board, United Way Latin America

Member of the Board, United Way International

LinkedIn Top Voice

100 Most Powerful Women in Business Expansion 2023

Bloomberg's 500 Most Influential People 2023

Forbes 2021 Top 10 CEOs in Brazil

Forbes 2019 Most Powerful Women in Brazil

Former Chair of the Board, UNICEF Brazil

Former Chair of the Board, United Way Brazil

Former Board member, American Chamber of Commerce in Brazil