



Juliana Azevedo

President, Global Home Care and P&G Professional Executive Sponsor, Gender Equality

Juliana leads P&G’s second largest category, Home Care, a business with meaningful value creation potential across categories and markets. The portfolio includes iconic brands such as Dawn, Cascade, Fairy, Mr. Clean, Swiffer and Febreze that strive to make household chores simpler, faster, more sustainable and accessible to everyone. Juliana also leads P&G Professional, which serves the foodservice, building, cleaning and maintenance industries with some of the world’s most trusted cleaning products.

With a passion for innovation and category development, Juliana joined P&G as an intern in 1996 and has since led many of P&G’s iconic global brands in Brand Management and Sales leadership roles. Among her many accomplishments, Juliana was the first woman to lead the Company’s business in Latin America, igniting a business turnaround. Prior to this, Juliana led P&G’s business in Brazil achieving market leadership in key categories and leading multiple M&A transitions, including Gillette and former P&G brands Wella and Coty. Prior to this, she served as Global Brand Franchise Leader of the Feminine Care category.

Known as a visionary leader, Juliana’s drive to advance P&G’s citizenship agenda, which has resulted in 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 and Forbes Top 10 CEOs in Brazil.

Serving as Executive Sponsor for Gender Equality, Juliana is a passionate advocate for education and youth development. She serves as a member of the Board for United Way International and often lectures as guest teacher in business schools.

Birthplace	Year	Positions Held
São Paolo, Brazil	2024	President, Global Home Care and P&G Professional
Education Polytechnic School - University of São Paulo, B.A., Industrial Engineering, 1995	2024	President, Latin America & Gender Equality Executive Sponsor
Pontificia Catholic University of São Paulo, J.D. Law, 1997	2022	President, Latin America
	2018	Senior Vice President, Brazil
Date Joined P&G January 15, 1996	2015	Global Feminine Care Brand Franchise Leader Senior Vice President
LinkedIn Profile	2013	Latin America Beauty, Hair and Personal Care, Senior Vice President

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Juliana Azevedo (cont'd)

Year	Positions Held
2012	Latin America Color and Pantene Vice President
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

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