



Juan Fernando Posada

President,
Latin America Selling & Market Operations

Juan Fernando is responsible for P&G’s business in Latin America, home to more than 500 million consumers, with on the ground operations in 11 countries, 17 manufacturing plants and 12,000+ employees. He leads a team of country leaders focused on serving the Latin American consumer with superior brands and products, and works closely with retail partners to grow categories in which we participate—ensuring our brands are present everywhere consumers shop.

Juan Fernando joined P&G in 1989 as a financial analyst for our Laundry and Hair Care businesses in Colombia. He has experience across P&G’s broad portfolio of brands and has held a variety of positions in the region, including Venezuela, Chile and Panamá, and in the United States. He was appointed president of P&G Latin America, in September 2015. Prior to that, he held the position of vice president of P&G’s Pacific Cluster (Colombia, Chile, Peru), and Brand Building Function, Latin America.

Juan Fernando is passionate about developing talent at P&G and about the company’s Citizenship efforts, especially community impact programs such as P&G’s Children’s Safe Drinking Water and Born Learning—both designed to improve children’s development.

Birthplace

Cartagena, Colombia

Education

University of Notre Dame,
M.B.A., 1989

Universidad de los Andes,
Bogotá, Colombia
Civil Engineering, 1986

Date Joined P&G

June, 1989

Year

Positions Held

2015	President, Latin America Selling & Market Operations
2015	Vice President, Pacific Cluster (Colombia, Chile, Peru), and Brand Building Function, Latina America
2011	Vice President, Marketing and Communications, Latin America
2006	Vice President, Home Care, North America
2002	Vice President, Fabric Care, Latin America
2001	General Manager, Fabric Care, Latin America
1999	General Manager, Chile
1999	Marketing Director, Fabric & Home Care, Andean Region (Venezuela, Colombia, Peru)
1998	Marketing Director, Fabric & Home Care, Venezuela

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Juan Fernando Posada (cont'd)

Year	Positions Held
1996	Brand Manager, Ariel, Venezuela
1993	Director, Finance, Colombia
1992	Group Manager, Financial Analysis and Product Supply Finance, Colombia
1990	Product Supply Finance, Laundry, Colombia
1989	Financial Analyst Laundry and Hair Care, Colombia

Affiliations and Activities

Latin Board Consumer Goods Forum, Member