



Juliana Azevedo

President, Latin America

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 580 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 leads by example in P&G’s commitment to being a force for growth and a force for good. She led an intentional citizenship agenda that resulted in internal and external recognition, such as CNN Brazil Remarkable, Forbes Top 10 CEOs in Brazil 2021 and AMCHAM Spirit 2022.

Juliana believes in the exceptional value of youth development, and she is deeply involved in her community, serving as Chairman for UNICEF Brazil. As part of her hands-on leadership, she often lectures and leads special classes as a guest teacher at IESE Business School and FGV Business School.

Birthplace

São Paulo, Brazil

Education

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

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

Date Joined P&G

January 15, 1996

[LinkedIn Profile](#)

Year

2022

2018

2015

2013

2012

2009

Positions Held

President, Latin America

Senior Vice President, Brazil

Global Feminine Care Brand Franchise Leader
Senior Vice President

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

Latin America Color and Pantene
Vice President

Hair Care and Color Brand Vice President
and Sales MS&P Vice President, Brazil

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Juliana Azevedo (cont'd)

Year	Positions Held
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

Forbes 2019 Most Powerful Women in Brazil

Forbes 2021 Top 10 CEOs in Brazil

Chairman of the Board, UNICEF Brazil

Former Chairman of the Board, United Way Brazil

Former Board member, American Chamber of Commerce in Brazil