

Victoria Tiffin.

Chief Sales Officer.



“Health in your hands means empowering people to take control of their well-being through accessible, trusted, and easy self-care, anytime, anywhere.”

Victoria leads Global Sales function at Opella, focusing on scaling execution, deepening customer partnerships, and driving growth. With over 25 years in the fast-moving consumer goods industry, she has a proven track record of leading multi-billion-dollar businesses across North America, Europe, and Asia. Before joining Opella, she held senior roles at Procter & Gamble, where she drove business turnarounds, expanded premium portfolios, and accelerated direct-to-consumer capabilities.

Victoria’s leadership blends commercial discipline with large-scale transformation, delivering sustainable growth and building high-performing teams. At Opella, she is committed to elevating commercial execution and fostering partnerships that benefit customers while bringing brands closer to consumers everywhere.

Victoria holds a Bachelor of Chemical Engineering from the University of Leeds. Outside of work, she loves being a wife and mom, exploring the world with her family, skiing, gardening, and staying fit to enjoy all of the above for many years to come.

Opella.