

Alberto Hernandez.

Chief Growth Officer.



“ Put the consumer at the center... then be bold, dare to challenge the status quo and push boundaries... all to build brands they absolutely love.”

Since joining Opella in 2021, Alberto Hernandez, has reset and redefined the company's brand-building approach to drive sustainable business growth.

His three-year transformation strategy puts consumers right at the forefront, elevates and scales brand building efforts and leverages digital and data to unlock growth opportunities. This approach has propelled Opella's 15 Focus brands to dominate their categories, with the majority securing the #1 spot in their markets.

With a challenger mindset, Alberto's unconventional growth strategy ensures Opella stays ahead of industry trends.

As the architect behind Opella's 'Crazy Elevate Creative' and "Crazy Elevate Innovation" programs, he leads with a bold, consumer-first mentality that delivers groundbreaking ideas while building future-proof business capabilities.

His ability to merge creative thinking with strategic execution has made him a force for growth at every level of the business.

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Before Opella, Alberto led growth and innovation strategies during his 17-year tenure at Nestlé across businesses and geographies. As Chief Marketing and Innovation Officer, he doubled revenue at Dyla Brands (Beverage start-up) in just 12 months.

Alberto holds a Business Administration and Management degree from the Universitat Autònoma de Barcelona and is an active member of the World Federation of Advertisers and the Global CMO Growth Council. A former graffiti artist and avid soccer fan, Alberto is driven by healthy competition and a constant desire to break new ground.

At Opella, he's redefining possibilities, and building brands that grow and lead.

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