Gonzalo Balcazar.
President of Europe and Latin America.

"By listening, learning, and sharing expertise, we can create meaningful solutions that truly improve health and well-being in our communities."

Gonzalo believes better health starts with making self-care easy for anyone, anywhere. As President for Europe and Latin America at Opella, he's focused on one clear mission: drive go-to-market excellence and bring better health solutions into the hands of more people.

With over 25 years of consumer goods expertise across three continents, Gonzalo served as Senior Vice President at Reckitt for Household Care, directing a €2.5 billion global business. He built his foundation at Procter & Gamble, where he mastered sales, trade marketing, and business transformation across multiple markets.

Gonzalo's experience positions him to turn ambition into action by championing clarity, focus, and execution. His leadership philosophy is simple because he believes it should be: "Radical simplicity is a consequence of explanations we don't have to give."

Gonzalo holds a bachelor's degree in Industrial Engineering from the Instituto Tecnológico de Buenos Aires. Outside of work, he stays grounded in what matters most: keeping fit, being present for his kids, and feeding a restless curiosity — including, right now, learning French.

Opella.