

# Press Release.

## Opella appoints Victoria Tiffin as Chief Sales Officer.

**France, 5 May 2026** - Opella is strengthening its global commercial organization with the appointment of Victoria Tiffin as Chief Sales Officer. In this newly created role, she is leading the Global Sales function and joins Opella's Executive Committee, with a mandate to scale brilliant execution, deepen customer partnerships, and unlock growth across markets.

Victoria brings more than 25 years of international experience in the fast-moving consumer goods industry. She joins from Procter & Gamble, where she led the \$6.5B Global Grooming division, driving business turnarounds, expanding premium portfolios, and accelerating direct-to-consumer capabilities.

Her leadership combines commercial discipline with transformation at scale. She has built high-performing sales organizations, strengthened strategic retailer partnerships, and consistently delivered sustainable revenue growth across complex, global environments. At Opella, she will play a pivotal role in elevating commercial execution and bringing the company's brands closer to consumers everywhere.

### **Victoria Tiffin. Chief Sales Officer.**

*"I am excited to join Opella at such a pivotal moment. Winning in today's environment starts with truly understanding consumers and acting with speed and precision. Together with our teams and partners, we will raise the bar on execution and make our brands more accessible, relevant, and impactful in every market."*

### **Julie Van Ongevalle. Opella President & CEO.**

*"Victoria's appointment marks an important step in building a stronger, more integrated commercial model at Opella. Her ability to transform organizations and deliver growth will help us reach more people and create lasting value with and for our customers and consumers worldwide."*

Victoria will be working closely with local commercial teams, brands, e-commerce, and marketing. Together, they will identify bold opportunities to drive the growth of Opella.

### **About Opella.**

Opella is the self-care challenger with the purest and third-largest portfolio in the Over-The-Counter (OTC) & Vitamins, Minerals & Supplements (VMS) market globally. Our mission is to bring health in people's hands by making self-care as simple as it should be. For half a billion consumers worldwide – and counting. At the core of this mission is our 100 loved brands, our 11,000-strong global team, our 13 best-in-class manufacturing sites and 4 specialized science and innovation development centers. Headquartered in France, Opella is the proud maker of many of the world's most loved brands, including Allegra, Buscopan, Doliprane, Dulcolax, Enterogermina, Essentiale and Mucosolvan. B Corp certified globally, we are active players in the journey towards healthier people and planet.

Find out more about our mission at [www.opella.com](http://www.opella.com).

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