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Opella appoints Murali Rao as AMET Brand and Innovation Head

Healthcare company Opella has appointed Murali Rao as its Brand and Innovation Head for the Africa, Middle East and Turkey (AMET) zone, mandating him to steer the firm's brand portfolio and innovation roadmap.

Rao, who joined the company in 2024, is tasked with accelerating Opella's self-care operations across the region. The appointment comes as the company deepens its footprint in Egypt, reaching consumers with self-care solutions across al-



Murali Rao

lergy, pain, digestive wellness, and respiratory health categories.

"I'm proud to take on this role at Opella as we scale trusted brands and meaningful innovation across AMET," Rao said in a statement. "Together with our teams and partners, we will continue to make self-care accessible to millions of consumers in the Zone including Egypt."

A 22-year veteran in marketing and growth leadership, Rao previously helped drive the growth of Opella's digestive wellness category

in the AMET zone. Prior to his tenure at Opella, he held senior roles at Reckitt and FrieslandCampina, scaling brands across the Middle East, North Africa and Turkey (MENAT) region, as well as South Asia.

Opella, which holds the third-largest global portfolio in the Over the Counter (OTC) and Vitamins, Minerals and Supplements (VMS) market, stated that Rao's appointment reflects an ongoing commitment to internal talent development.