

SSWA FUTURE LEADERS SPONSORSHIP APPLICATION

Personal Information:

Name: Samantha D'Angelo Date: 2025/05/22

Contact Information - Email: samantha.dangelo@krugerproducts.ca Phone: 437-219-3806

Date of Birth: 1990/12/30 Years Employed in Sanitary Supply Industry: 15 years

Company: Kruger Products Inc.

Position: Marketing Manager, Towels, Napkins, Dispensers & Handcare - Kruger PRO

Company Mentor/Sponsor: Doug McLean / Stephen Blythe

In addition to submitting your resumé, introductory video, and letter of nomination/recommendation, please complete the following information as applicable:

Volunteer Activity:

Please list the name of institution, dates of volunteer work, description of volunteer work, and why it is important to you.

Kitchener Stray Cat Rescue - July 2024 to Present - Facility Volunteer/Foster

I go to the facility twice a week to clean and maintain a sanitary environment to ensure the well-being of the cats and visitors. Provide care to the cats/kittens when required. Fostered a mama cat and 5 kittens for 6 months until they were ready for adoption.

The Dog Rescue Society - December 2023 - July 2024 - Adoption & Foster Coordinator/ Foster

Working with the owner of rescue, I ran the adoption and foster process which included answering emails, reviewing applications, interviewing potential fosters/adopters and providing ongoing support once the dog went home.

The opportunity to volunteer with these rescues has meant a lot to me, as animals have always been an important part of my life, my grandfather was always helping out stray cats and it really fueled my passion towards making a positive impact in their world.

Work Activity:

Please list all current and past employment (include dates). For each job describe the nature of your position and any management positions held.

Marketing Manager – Kruger PRO Towels, Napkins, Dispensers & Handcare- Kruger Products Inc. (April 2022 - Current)
Supervise and provide strategic guidance to our Marketing Coordinator. Lead all marketing activities for assigned product categories, including product launches, communication campaigns, and brand growth initiatives

Account Manager, Sales, Kruger PRO- Kruger Products Inc. (February 2019 – April 2022)

Led key account management and distributor growth across the GTA, executing sales campaigns, product promotions, and training initiatives while overseeing customer contracts, pricing strategies, and business reviews to drive profitability and strategic opportunities

Associate Marketing Manager – Kruger PRO (March 2017 – February 2019)

Assisted with brand and communication strategies for the marketing department, overseeing marketing collateral, tradeshow, and external communications. Provided strategic support for the AFH Dispenser Portfolio and ensured budget oversight in collaboration with the marketing coordinator.

Assistant Marketing Manager – Kruger PRO (May 2014 – March 2017); Marketing Coordinator – Kruger PRO (September 2012 – May 2014)

Personal Accomplishments:

Include any accomplishments that you would like to be considered in evaluating your application.

- Led major productivity and cost saving project with the operations team in 2023, generating \$200K in savings

- Lead the launch and redesign of Kruger PROs proprietary line of dispensers and towels in 2018 which has led to YoY growth in the category

- Assistant team Captain for Guelph Gryphon Provincial Women's team in 2023

- Part of the Women's network through Kruger Products Inc.

Summary

Proven marketing professional with extensive experience in a B2B environment and a strong track record of brand management, product development, and innovation creation and delivery.

New Product Development	Brand Management
Market Research	Digital Management
Project Management	Customer and Sales Training

Professional Experience

Kruger Products Inc., Mississauga, ON

May 2010 – Present

Marketing Manager – AFH Towels, Napkins & Handcare

April 2022 – Present

- Supervise and provide strategic guidance to the Marketing Coordinator
- Work with cross functional teams to lead and execute the development of new product ideas for all Towel, Napkin and Handcare products from creation to launch, implement product changes
- Develop segment specific growth strategies and product positioning through market research and customer specific data to increase market share
- Assist the Marketing Director with the creation and execution of new Branding and Digital strategy
- Led major productivity and cost savings projects with operations team in 2023 which generated \$500K in savings
- Managed, trained, and provided mentorship to AFH Summer Co-Op Student

Account Manager, Away From Home Division

February 2019 – April 2022

- Developed and maintained strong relationships with key accounts across the GTA
- Drove distributor growth with key end users through different sales campaigns and product promotions
- Provided training and support to Distributors through tradeshow, sales meetings, and digital webinars
- Managed customer pricing and contracts through internal systems to maintain profitability – Business Warehouse, CRM and SAP
- Conducted annual business reviews to identify customer specific opportunities

Associate Marketing Manager – Away From Home Division

October 2018 – February 2019

- Led and executed all brand and communication plans for the marketing department, as outlined by the Director of Marketing, for internal and external audiences – marketing collateral, tradeshow, external communications (customer surveys, trade articles, PR and e-newsletters)
- Managed Tissue University, AFH, Konected and GS1 Websites for the AFH Division. This included leading all online tool updates (Cost-In-Use Tool, Competitive Database, Cross-Reference Tool, DLA Portal)
- Led and executed of all marketing related to digital assets – Social Media, E-Commerce, etc.
- Supported Director of Marketing with execution of all marketing and quality related activities for the AFH Dispenser Portfolio
- Audited and oversaw the marketing budget with marketing coordinator

Assistant AFH Marketing Project Manager

March 2017 – October 2018

- Assisted Corporate Marketing Director in the execution of key strategic initiatives
- Developed and managed online product development system
- Created and executed project plans that identified and sequenced activities required to successfully complete projects
- Worked with cross functional teams to establish design, technology, cost, product, and vendor requirements for all AFH projects
- Assisted in the development and launch of refreshed product branding and SKU optimization

Assistant Marketing Manager – Away From Home Division

May 2014 – March 2017

- Assisted Marketing Manager and Corporate Director in the development and implementation of the annual Business Review and Marketing Plans
- Managed the launch of new product development from idea submission through to completion
- Maintained competitive database and provided market intelligence to sales and leadership team
- Managed dispenser portfolio – led weekly vendor meetings, developed new products with marketing manager, and supported sales on customer calls
- Monitored Advertising and Promotion expenditure (budget control), trade publications, trade shows, brochures and available information bulletins to keep the AFH Sales and Marketing team informed about the competitive market
- Assisted in the creation and management of sales and customer training collateral
- Execute and evaluated Distributor promotions as outlined in the Marketing Plan

Marketing Coordinator – Away From Home Division

September 2012 – May 2014

- Managed and maintained monthly AFH metric reports for the sales and Marketing team and internal stakeholders
- Managed and updated tradeshow material and collateral
- Managed marketing budget to ensure all invoicing is properly captured and the budget is followed
- Reviewed, updated and distributed marketing collateral – brochures, ads, product sell sheets
- Supported sales with day to day tasks and customer requests

Clerical Support Assistant – Quality & Environmental

May 2010 – September 2012

- Worked as Clerical Support Assistant for 3 summers (2010 – 2012)
- Organized Quality files and filing system
- Managed an online database for Chemical Approvals
- Contacted and worked with different Mills across Ontario
- Initiated and completed new company projects

Education

Ontario Secondary School Diploma: June, 2008

Bachelor of Arts, Psychology, University of Guelph: June, 2012

Marketing and Sales Certificate, Sheridan College

Technical Skills

- Computer – Proficient in all Microsoft Office applications, SAP, CRM

References

Available upon request

May 12, 2025

Subject: SSWA Young Leaders Award Nomination

To whom it may concern,

We are pleased to nominate our colleague and most valued team member, Samantha D'Angelo for the prestigious SSWA Young Leaders Award.

Following Summer Coop rotations in 2010-12, Samantha officially joined the commercial division of Kruger Products Inc. in 2012 as a Marketing Coordinator after graduating from the University of Guelph with a Bachelor of Arts - Psychology. Following a period in Sales (2019-22), she transitioned back into Marketing. The dual discipline experience has provided Samantha with a foundational business acumen rooted in cross-functional collaboration when working with both internal and external stakeholders. She understands the commercial business from both sides and thus has garnered the respect from all that have the pleasure to work with her. Samantha truly understands what it means to be customer centric leveraging experiences and an approach that is anchored firmly in working with people versus against them. Samantha understands that we may be in Business to Business, but at its core it's Business to Humans.

In her current position as Marketing Manager - Towels, Napkins & Dispensers, Samantha plays an integral role on key strategic business programs and customer initiatives. She is a trusted, valued and respected member of the commercial division. Samantha leads and directs a Marketing Coordinator. She shines in this role providing clear direction and motivation with the right balance of empathy. Samantha leads by example and brings others along with passion and conviction.

Curiosity and a known love of learning facilitate Samantha's ability to take on new challenges and stay current on the latest industry trends. This makes her a worthy candidate to be considered for the SSWA Young Leaders Award. She will embrace the experience and practically apply the learning to the benefit of business partners. The experience will contribute to her growth as a future leader for the industry and our organization.

Regards



SN Blythe
Vice-President, Marketing (NA)



Doug McLean
Director of Sales (USA)

Cc:
Derek Gracias – Vice President & Head of NA Sales