

SSWA FUTURE LEADERS
SPONSORSHIP APPLICATION

Personal Information:

Name: Alex MacDonald Date: 5/12/25
Contact Information - Email: alex.macdonald@essity.com Phone: 619 213 2182
Date of Birth: 10/09/1992 Years Employed in Sanitary Supply Industry: 5
Company: Essity
Position: Account Manager
Company Mentor/Sponsor: Matt Urmanski

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.

I participate in beach clean ups ran through a social media group, not an official organization.

We spend a Saturday morning cleaning up local beaches.

This is important to me because the ocean is critical to all life on earth, and I want to surf in clean water

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.

Account Manager (May 2020 - Current) - Essity - Manage the relationship with the largest jan/san distributor in SoCal

Contract Management Specialist (March 2017 - May 2020) - Kelley Blue Book - Support sales of digital ads

Personal Accomplishments:

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

North American Account Manager of the Year award for 2024

Alex MacDonald
Southern California
(714) 604 5050 | alexmacdonald05@gmail.com

SUMMARY

Highly accomplished sales representative with a proven track record of surpassing quotas and delivering maximum value to customers in a professional consultative sales role.

EXPERIENCE

Essity Southern California
Account Manager May 2020 – Present

- Manage the relationship with the largest janitorial supplies distributor in Southern California
- Close new business with end users by identifying pain points and offering proven solutions.
- Surpassed my sales quotas every year, including a 45% increase YoY in 2023, 15% more than my region.
- Maximized bonus incentives for specific products every year, including over 100% growth of our soap category in 2024.
- Won Account Manager of the Year award for North America in 2024

Kelley Blue Book Irvine, CA
Contract Management Specialist Mar 2017- May 2020

- Collaborated with the Sales and Ad Operations teams to launch ad campaigns.
- Prepared, built, and managed orders in AdBook according to client's needs.
- Tracked the success of each campaign by analyzing data from Google Ad Words.

CalFirst National Bank Irvine, CA
Commercial Finance Aug 2015-Oct 2016

- Managed 3,000 accounts of prospective clients in Salesforce.
- Qualified potential customer's credit risk and developed pricing.
- Structured financing for capital expenditures with agreed upon terms.

EDUCATION

Concordia University Irvine, CA
MBA April 2021

The University of Vermont Burlington, VT
Bachelor of Science in Business Administration- Finance Concentration May 2015

- Relevant Coursework: Real Estate Finance, Corporate Finance, Accounting, Economics, Business Marketing

SKILLS & INTERESTS

- Microsoft Office, Salesforce, Power BI, Qlikview.
- Interests include sports, surfing, snowboarding, music, and hiking.

Attention SSWA Committee Members:

5-22-25

The past two, plus years Alex MacDonald has continued to exceed objectives and build incredible working relationships with all Strategic Customers in the West Region.

Alex has an amazing ability to initiate trust and respect with Sales Managers/DSR's. Alex puts an emphasis on delivering "Total Value" to ESSITY customers.

His professional business acumen rewarded him with Account Manager of the Year at ESSITY in 2024 for all North America in selling the complete Tork Bundle of Strategic and Focus Assortment Tork products.

The Tork Focus Assortment, which is a priority for ESSITY has been an area of extraordinary development for Alex. The internal and external challenges were never an obstacle to his success.

Alex puts a heavy emphasis on understanding what it takes to perform professionally and exceed the objectives in the goals set forth. Alex utilizes his relationships, and the tools provided by Essity to gain superior results. The call to action each day is representative of how all Account Managers should be working at Essity. This business mentality will only increase Alex 's ability to take the next future step in a higher leadership role within Essity.

It is a privilege to work with somebody that is dedicated and determined to win each day for Essity. Alex is always willing to share ideas and best practices with team members to ensure we are all moving in the right direction. Alex is an active listener and provides recommendations necessary to make our team more successful in sales with higher profitability (ROCE) and new strategic growth. Alex is by far superior to most when it comes to utilizing our digital tools: Seismic, Farsight, CRM Dynamics and the internal ESSITY PMT tool. He takes his role serious, and he is always the first to act on projects with a critical due date. Alex is a doer, doesn't complain, budget savvy, and wants to WIN daily.

Alex is always thinking in advance, and he is nimble when reviewing joint business plans and doing QBR's with our strategic Sales Manager customers. This is truly a differentiator when it comes to comparing ourselves to the competition. In my conversations with the General Managers at the various branches that Alex covers, they always give positive remarks to his interactions with distributor sales representatives, and the management team.

Alex aligns his calendar throughout the year, so we get the most impact from the branches in Southern California. He makes himself accessible as a team player within the West region and amongst the Key Account Manager's.

Alex's characteristics are attributed to his desire and determination to be successful. The West Region sales colleagues have taken notice, and this is a motivating factor for others to continue to meet the high expectations at ESSITY that Alex lives by. Alex is the ultimate benchmark for sales success.

I am looking forward to another banner year in sales within Alex's territory. Alex is ready to engrain himself as the voice of the team, as he spends time on the ESSITY Advisory Sales Board in 2025.

The Key Performance Indicators (KPI's) in bullet form below are representative of Alex's actionable steps to not only his success, but the team's overall success.

- DSR Activity in the Field – Alex interacts with ESSITY KAM's and AM colleagues frequently to ensure all resources are implemented for success.
- A model role for teaching others at Sales Meetings – Admired for successful Joint Business Planning with all Strategic Partners.
- Top 20 New EU Accounts – Personal Accounts – Large EU's sales have been a focal point in 2024.
- West Region Term “Tracker 200” – This is a New Strategic Measurement Tool Alex embraced in his DSR one on ones.
(He realizes the importance of New Strategic Unit Placements in the field)
- All in Approach – Alex see's the advantage of end user development in our overall message to Strategic Distributor Management
- JBP/QBR – Commits to calendar Invites throughout the year with Sales Managers – Alex is determined to make every call count and realistic when inputting data into CRM.
- Utilizes “GAP Reports” to drive profitability and new growth for his customers. Implements Actionable items for the DSR's with our Promotions and Seismic Tools.
- GPO development with KAM involvement – Values the use of large contracts over small local contracts to his advantage to leverage additional new business.
- Consistent messaging via e-mail and text – 10 touch points through the year with all DSR's – Alex wants to be a leader and show his teammates what it takes to be successful
- Alex is all about making our Team better with sharing best practices that allow others to grow on our Team that are new, along with experienced teammates in sales
- Alex is very humble. In my observations, I see characteristics that reflect patience, perseverance, determination, discipline, courage and gratitude toward others.

The numbers speak for themselves in additional to all the attributes that Alex brings to the Essity organization **2024 Results:**

- Strategic case sales 14.7% from 209,217 cases to 239,954 cases.
- Strategic case revenue was up 42.8%, and most importantly my gross profit YoY increased by 66.1%, from \$1,940,026 to \$3,222,479.
- Increased Peakserve cases from 15,310 cs to 36,194 cs, a 136.4% increase over baseline.
- Soap and Sanitizer jumped from 1,005 cases in 2023 to 2,669 cases in 2024, this includes over 100 cases sold of ESSITY's new counter mount soap system.
(Now stocked in inventory all Brady Plus locations in Southern California)
- Strategic Tork Wiper case growth by 247%.
- Gross Profit YoY 38.4%. Overall sales revenue growth 32.7%

Phenomenal Growth that continues in 2025... One Word Summary: EXTRAORDINARY

Mike Modesti – West Regional Sales Manager