

SSWA FUTURE LEADERS SPONSORSHIP APPLICATION

Personal Information:

Name: Stephanie Pufall Date: 05/23/25
Contact Information - Email: Stephanie.Pufall@essity.com Phone: 920-475-8597
Date of Birth: 06/15/1989 Years Employed in Sanitary Supply Industry: 17 years
Company: Essity Professional Hygiene
Position: Commercial Planning & Activation Manager - Team Lead
Company Mentor/Sponsor: Michael Berkowitz

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.

Red Cross - Blood Donation (2008 - Present)
Serve the community and help people in need.

Essity First Responder Team (February 2011-2019)
Advocating for colleagues, establishing safety procedures, and being CPR certified to help protect and potentially save lives in critical moments.

Essity Community Giving Team (February 2011 - 2019)
Supporting local communities and driving positive change through compassion and corporate responsibility.

Junior Achievement (May 2010-September 2012)
Empowering young people to own their future by teaching financial literacy, work readiness, and entrepreneurship through hands-on learning.

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.

COMMERCIAL PLANNING & ACTIVATION MANAGER - Team Lead (Management)
Essity Professional Hygiene | September 2024- Present

COMMERCIAL PLANNING & ACTIVATION MANAGER
Essity Professional Hygiene | June 2020 – September 2024

SALES EXECUTIVE
Essity BU Professional Hygiene | December 2018 – June 2020

DIGITAL CONTENT MANAGER – SALES TOOLS & CONCEPTS
Essity Professional Hygiene–North America | January 2015 – December 2018

INTERACTIVE MEDIA SPECIALIST
SCA Professional Hygiene North America | December 2013 – January 2015

BRAND & MARKETING COORDINATOR
SCA Professional Hygiene North America | February 2011 – December 2013

Marketing, Customer Service & Logistics Intern at SCA January 2008 - February 2011

Personal Accomplishments:

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

One of my proudest personal accomplishments is my commitment to continuous education and lifelong growth.

I wouldn't be where I am today without taking risks and stepping into roles that pushed me beyond my comfort zone.

Each challenge has given me greater perspective and confidence, shaping me into the leader I am today.

Most importantly, I strive to set a strong example for my team and my daughter—showing them that learning never stops,

and that curiosity and dedication can open doors at any stage of life.



Stephanie Pufall

PLANNING & ACTIVATION MANAGER – TEAM LEAD

CONTACT INFO

920-475-8597
Stephcar115@gmail.com
11726 Winding Woods Way
Lakewood Ranch, FL 34202
www.linkedin.com/in/stephanie-pufall

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION - MARKETING

University of Wisconsin Oshkosh - 2011
Emphasis in Web Presence

KEY SKILLS

- Strategic Leadership
- Cross-functional Collaboration
- Data-Driven Decision Making
- Project Management
- Communication
- Training & Development
- Process Optimization
- Conflict Resolution

REFERENCES

MICHAEL BERKOWITZ
Director of Customer Marketing &
Commercial Excellence

DAVID MOFFATT
Sales Director, Field Sales North America

DAN ERVING
Sales Director National JanSan &
Foodservice Distribution

STEVEN LANDERS
Commercial Excellence Manager

DANIEL PARKER
Regional Sales Manager

CINDY STILP
Marketing Communication Director

DEBBIE WIGGINS
Business Systems Director

PROFESSIONAL PROFILE

Strategic and collaborative leader with deep expertise in Sales, Marketing, Planning & Activation, and Change Management. Skilled in developing and executing innovative growth strategies that drive profitability and customer engagement. Known for aligning cross-functional teams, fostering a focused and composed work environment, and prioritizing initiatives to achieve shared business goals.

EXPERIENCE

COMMERCIAL PLANNING & ACTIVATION MANAGER – TEAM LEAD

Essity Professional Hygiene, Green Bay, WI | September 2024 – Present

- **Leadership:** Led team coordination, performance management, and resource allocation to drive strategic initiatives.
- **Strategic Planning & Execution:** Spearheaded Go-To-Market strategies, enhancing complex solution sales and tailoring regional approaches with leadership. Orchestrated comprehensive Commercial Activation Plans to streamline enterprise-wide sales efforts.
- **Analytics & Metrics Optimization:** Mastered analytics tools to derive insights and guide sales strategies. Championed the use of sales metrics to drive performance and identified key areas for economic improvement.
- **Sales Performance & Productivity:** Fostered sales excellence and productivity through targeted manager support, behavioral programs, and metrics development. Pioneered training initiatives to elevate sales competencies.
- **Process Improvement:** Directed planning and activation processes, ensuring strategic alignment and effectiveness. Analyzed performance data to refine approaches and communicated strategic insights through executive summaries.

COMMERCIAL PLANNING & ACTIVATION MANAGER

Essity Professional Hygiene, Green Bay, WI | June 2020 – September 2024

SALES EXECUTIVE

Essity BU Professional Hygiene, Green Bay, WI | December 2018 – June 2020

- **Market Penetration:** Defined and hit product mix targets to boost distribution and segment presence, engaging key users to increase demand.
- **Relationship Building:** Developed and sustained strong ties with distributors and customers, ensuring lasting business relationships.
- **Product Launch & Training:** Led the introduction and distributor training for new products, ensuring rapid adoption and effective administration.
- **Process Improvement:** Played a key role in project teams focused on streamlining internal processes, notably in sampling, eTKAD, and CRM systems.

ADDITIONAL EXPERIENCE

DIGITAL CONTENT MANAGER – SALES TOOLS & CONCEPTS

Essity Professional Hygiene–North America, Neenah, WI | January 2015 – December 2018

INTERACTIVE MEDIA SPECIALIST

SCA Professional Hygiene North America, Neenah, WI | December 2013 – January 2015

BRAND & MARKETING COORDINATOR

SCA Professional Hygiene North America, Neenah, WI | February 2011 – December 2013

Michael Berkowitz
Customer Marketing & Commercial Excellence Director
Essity, Professional Hygiene North America
M: 201-741-9866 | **E:** michael.berkowitz@essity.com
5/23/25



To Whom It May Concern,

I am writing to enthusiastically nominate Stephanie Pufall for the SSWA Future Leaders program. Stephanie has been an exceptional asset to Essity throughout her entire career, starting as an intern while studying at the University of Wisconsin - Oshkosh. Her journey with us has been marked by outstanding performance and a relentless drive to excel in every role she has undertaken.

Stephanie's career at Essity began with rotations through research, logistics, and various areas of marketing, where she demonstrated her versatility and eagerness to learn. She then transitioned to developing and delivering digital tools to empower our sales organization, and unsurprisingly, she quickly became a top performer when she moved into a sales role.

Currently, Stephanie leads a team of high-performing individuals within my Commercial Excellence organization. Her team is responsible for collaborating with sales to develop and execute the commercial plan for Essity's Professional Hygiene business in North America, the largest individual P&L for Essity globally. Stephanie's leadership has been instrumental in driving the success of this critical business unit.

Stephanie is not only a top performer but also an excellent collaborator. She works seamlessly across our matrix organization, holding herself and others accountable for delivering measurable results. Her ability to lead through influence is highly appreciated by her direct team and colleagues alike. Stephanie is one of the most talented leaders in our organization and has played a key role in the transformation of our business over the past five years.

I firmly believe that Stephanie's participation in the SSWA Future Leaders program will have a significant positive impact on her career trajectory. She has consistently demonstrated the qualities of a future leader in the sanitary supply and wholesaling industry, and this opportunity will further enhance her skills and network.

Stephanie has my highest recommendation for this program. Please feel free to contact me if you need any further information.

Sincerely,

Michael Berkowitz (he/him/his)

Customer Marketing & Commercial Excellence Director

M: 201-741-9866 | **E:** michael.berkowitz@essity.com