

SSWA FUTURE LEADERS SPONSORSHIP APPLICATION

Personal Information:

Name: Elise Wilde Date: 5/8/2025

Contact Information - Email: elise_wilde@colpal.com Phone: (847) 721-1240

Date of Birth: 03/17/2000 Years Employed in Sanitary Supply Industry: 4 years

Company: Colgate-Palmolive

Position: National Account Manager, Wholesale & Office

Company Mentor/Sponsor: Aaron Townsend

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.

Collegiate Advisor, Alpha Phi International – DePaul University (June 2022 - Current): Advising collegians in a sorority has been a passion of mine as it is fulfilling to help shape strong, ethical, and confident leaders, provide a stabilizing influence, and give back to an organization dedicated to empowering women. The relationships built and the growth you witness are truly meaningful—and, for me, these experiences complement and enrich my professional life, reminding me daily of the power of mentorship and support.

General Volunteer, Best Buddies International (ongoing): I work with individuals with intellectual and developmental disabilities, supporting inclusion and community integration through events and one-on-one relationships. I first got involved with the program in middle school, but still continue to volunteer through their professional program by assisting in activities such as mock interviewing.

Other local programs I routinely volunteer for; Greater Chicago Food Depository, Anti-Cruelty Society Chicago, TeamSmile, Feed My Starving Children: Giving back to my community has always been a cornerstone of my personal and professional identity. By engaging with diverse organizations, I am constantly reminded of the impact that collective action and empathy can have. Volunteering fuels my sense of purpose and allows me to support and empower others, aligning with my personal values of curiosity, inclusion, and growth. It also offers significant opportunities for learning from and lifting up those around me.

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.

Colgate-Palmolive

National Account Manager, Institutional Team

June/24 - Current

In this role I manage 4 National Accounts across the Cleaning, Personal Care, & Oral Care Categories driving products for institutional B2B channels such as Jan/San, Foodservice, Hospitality, Education, & Office. I am responsible for leading strategic sales and customer engagement, achieving 9.1% growth. Spearheaded product launches, business reviews, and contract negotiations while managing customer-level P&L and delivered data-driven insights to drive decisions.

Colgate-Palmolive Cont.**Customer Development Specialist****June/22 - June/24**

In this role, I supported account managers with analytics, planning meetings, and engineered reporting for the Home Improvement, Institutional, Indirect/Wholesale, & Emerging Markets Channels. During my time as a specialist, I delivered sales and category analytics that drove an 8% topline growth on a \$304MM business, developed key partnerships, and innovated our customer planning process which ultimately led to being awarded two Chairman's "You Can Make A Difference" Awards, and a Global "Change Makers" Award for my positive impact and success.

Leadership at Colgate:

At Colgate-Palmolive, I have held leadership roles such as team lead for the DE&I team, co-piloted the US reverse mentoring program across the Customer development organization, and was a committee lead for the Mental & Physical Wellness Pillar of the Colgate Women's Network (CWN). My involvement in these initiatives is important to me, because they foster an inclusive, supportive, and innovative workplace. They help break down barriers, promote well-being, encourage diverse perspectives and dialogue, and drive positive cultural change. These experiences allow me to influence Colgate's culture and strategy—not just for today, but for the future. By advocating for inclusion, mentoring, and wellness, I help ensure that our workplace is forward-thinking, resilient, and responsive to both employee and customer needs.

****Additional Work experience available on my resume****

Personal Accomplishments:

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

Industry Recognition:

Multiple awards from Colgate-Palmolive for performance and innovation—specifically, tackling challenges unique to the institutional/janitorial sanitation sector. My "Change Makers" and "You Can Make a Difference" Awards highlight success in process efficiency, partnership building, and digital transformation across professional trade channels.

Growth & Impact:

I spearheaded the launch of over 20 new sanitation-related items in B2B verticals, directly boosting market reach and bringing modern solutions to wholesalers and janitorial supply distributors. My ability to bridge data analytics with compelling business storytelling helps wholesaler partners grow their business while better serving the ultimate end-user's hygiene and cleanliness needs.

Community Inspiration:

Founded volunteer initiatives at work, such as organizing team volunteering with local food banks and shelters—institutions where sanitation solutions make a daily, tangible impact. These experiences reinforce my commitment to sanitation as a public good.

Mentorship & Empowerment:

Created and supported initiatives like Reverse Mentoring at Colgate, advocating for fresh perspectives and continuous learning—a necessity for today's fast-evolving wholesale and sanitation sectors.

Academic Achievement:

Graduated with highest honors in Marketing and Finance; specialized in digital marketing for modernizing traditional sales channels—relevant for bringing new thinking to wholesale/janitorial industries.

Personal Statement:

As a 25-year-old woman building my career in the sanitation industry, I'm acutely aware that I don't fit the mold that many expect in this field—one that is often seen as traditional, male-dominated, and, to some, lacking glamour. But I've found tremendous power and meaning exactly in that difference.

To me, sanitation isn't just a matter of products or compliance; it's the silent backbone of public health, dignity, and day-to-day comfort. The decisions I make impact far more than inventory numbers—they ensure that a child enters a clean classroom, a patient recovers in a safe hospital environment, and a worker feels secure returning to their office. There is genuine fulfillment in safeguarding these everyday moments, many of which go unnoticed but are critically important to well-being. I'm proud to help make institutions feel like home and to serve as an "unsung guardian" of health and confidence.

Entering this space young in career, I have enthusiastically embraced the opportunity to challenge routines and reimagine what's possible. I thrive on blending creativity and empathy with analytical rigor—leveraging my background in marketing and finance to bridge the gap between data-driven insights and human-centered storytelling. My curiosity continually pushes me to question "how can we do this better?"—whether it means adopting innovative digital tools, fostering stronger partnerships with customers, or inspiring colleagues to see the bigger impact of our work.

I am committed to driving modernization within sanitation, advocating for digital transformation, and promoting diversity among future industry leaders. For me, being different is not an obstacle but a unique perspective that ignites change, energizes teams, and builds meaningful connections. I hope my journey can encourage others, regardless of their background, to recognize the profound value and purpose found within this industry—and to see themselves as agents of both everyday comfort and lasting progress.

ELISE WILDE

| (847) 721-1240 | Chicago, IL 60614 | elisewilde18@gmail.com | [LinkedIn](#) |

PROFESSIONAL SUMMARY:

Dynamic National Account Manager with robust experience in the CPG industry, specializing in commercial trade accounts. Proven track record of delivering consistent sales growth and building strong partnerships. Adept in P&L management, strategic planning, and omni-channel marketing. Strong analytical skills and consumer insights utilization to enhance brand equity and achieve business objectives. Highly organized and detail-driven team player, committed to continuous learning and improvement.

EDUCATION:

DePaul University- Chicago, IL

06/2022

Bachelor of Science: Marketing and Finance

Cumulative GPA: 3.94/4.0 - Graduated with Highest Honors, Self-financed 100% of tuition [scholarships not included].

SKILLS + CERTIFICATIONS:

SKILLS: Strategic Demand Planning, P&L Management, Data Analytics, Category Management, Promotional Strategy, Contract Management, Negotiation, Consumer Insights, Customer Development, & Business Storytelling

DATA EXPERIENCE & CERTIFICATIONS: Nielsen, IRI, Numerator, Profitero, Google DataStudio, Advanced Google Analytics, Data Fluency, AI Analytics Fluency, SAP

EXPERIENCE:

COLGATE-PALMOLIVE – Rosemont, IL

National Account Manager, Institutional Team - Office Channel & eCommerce

06/2024 - Current

- Owned, developed and executed comprehensive sales strategies, achieving 9.1% sales growth and market penetration
- Enhanced customer engagement through business reviews, sales rep training sessions, and trade show product demos, leading to new business acquisitions
- Launched over 20 new items across multiple B2B commercial verticals, expanding market share and securing premium distribution
- Negotiated favorable vendor agreements, managing customer-level P&L, and optimizing trade spend with data-driven insights

Customer Development Specialist, Home Improvement, Institutional, Indirect & Emerging Markets

04/2024 – 06/2024

- Provided ad-hoc support to Account Managers in creating customer training decks, providing analytics-backed recommendations, attending industry trade shows, improving digital visibility, and participating in monthly planning meetings
- Recognized with the Chairman's Annual "You Can Make a Difference Award" for significant contributions to process efficiencies across the U.S. and Canada

Customer Development Analyst, Home Improvement, Institutional, Indirect & Emerging Markets

06/2022 – 04/2024

- Responsible for sales and category analytics for Home Improvement, Professional, Indirect, & Emerging Markets Teams contributing to an 8% top-line growth in 2023 for a \$304MM business
- Built strong partnerships with cross-functional partners optimize retail environments and distribution channels
- Awarded the 2024 "Change Makers Award" from the North America Organization for innovative contributions to performance and outstanding character

Strategic Sales Intern, Grocery

06/2021 – 06/2022

- Managed sales analytics for Colgate's Food Lion business (\$12MM), facilitating a line review for the dish category increasing SKU count by 80%
- Analyzed and supported account strategy forecasting, enhancing senior management support through data-driven insights
- Tracked pacing of shipments across key strategic grocery accounts on daily basis against frozen plans
- Streamlined eCommerce updates, improving digital asset management and tracking

LOGAN CONSULTING – Chicago, IL

Marketing Intern

06/2020 - 09/2020

- Drove lead generations and customer acquisition by spearheading 20+ social marketing campaigns as well as composed blog postings biweekly to educate manufacturing, distribution and service companies on reducing costs and increasing sales resulting in higher company profits
 - Designed & coded content for 5+ webpages, leveraging analytics to refine strategies and tweak design
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NOTABLE PROJECTS:

EL TACO TRUCK, Marketing Consultant – Stockholm, Sweden

03/2021 – 06/2021

- Developed market entry strategy plan for Swiss expansion through qualitative research and secondary data analysis
- Proposed strategic recommendations on entry modes, pricing, and distribution to C-level management, based on comprehensive market insights

BILLTRUST, Marketing Consultant – Chicago, IL

01/2021 – 03/2021

- Executed primary research to assess brand positioning, presenting a full analysis-driven campaign to top executives
- Applied SPSS and Excel to evaluate market data, informing strategic recommendations

CONFIDANTS, Marketing Consultant – San Francisco, CA

08/2020 – 11/2020

- Conducted JTBD framework analysis for market positioning, driving client's strategic outreach
 - Utilized geo-demographic segmentation to refine target marketing strategies
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NOTABLE HONORS & AWARDS:

Professional Awards:

- 2024 Annual Recipient of Chairman's "You Can Make a Difference Award" from Colgate-Palmolive
- 2024 Period 3 Recipient of Chairman's "You Can Make a Difference Award" from Colgate-Palmolive
- 2024 Recipient of "Change Makers Award" from Colgate-Palmolive

Educational Awards & Honors:

- Graduate of Integrated Marketing Education (IME) Program from DePaul University
 - 'Academic Excellence' scholarship recipient
 - 'DePaul Scholars Award' recipient
 - 'Clayton and Greta Wilkening Endowed Scholarship' recipient
 - 'Presidential Scholars' scholarship recipient
 - Deans List [all quarters in attendance]
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LEADERSHIP & VOLUNTEER WORK:

COLGATE-PALMOLIVE – *Rosemont, IL*

- Team Lead: Colgate "HUB" DE&I Team - Active leader since team's creation in 2022
- Pioneered U.S. Reverse Mentoring Program
- Member of Colgate's Women's Network (CWN) & Customer Development Women's Organization (CDWO)
- Member of Chicago Office "Best Place to Work" Team
- Member of Colgate Abilities Network (CAN)

ALPHA PHI INTERNATIONAL – *DePaul University*

Collegiate Advisor, Membership Recruitment

11/2024 - Current

- Facilitated comprehensive training sessions that enhanced collegiate leadership skills, member engagement, and organizational effectiveness
- Provided ongoing support and feedback, fostering an environment of continuous learning and leadership cultivation

Collegiate Advisor, Finance & Housing

06/2022 - 11/2024

- Provides strategic financial guidance and oversight for budgeting processes, ensuring optimal allocation of resources for \$60K Budget
- Implemented effective financial controls and reporting mechanisms, enhancing financial transparency and operational efficiency
- Mentored executive board members in financial management and accountability, ensuring fiscal responsibility and sustainability

ROUTINE GENERAL VOLUNTEERING – *Chicago, IL*

- Best Buddies International
 - Greater Chicago Food Depository
 - Anti-Cruelty Society Chicago
 - TeamSmile
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Dear SSWA Committee,

I am writing to wholeheartedly recommend Elise Wilde for SSWA Future Leaders Experience. I have had the pleasure of knowing and working alongside Elise for the past 3 years, and I am consistently impressed by her exceptional academic accomplishments, professional endeavors, and unwavering commitment to her community and Jan/San industry.

Elise graduated from DePaul University with high honors, having achieved a GPA of 3.94 in the rigorous Honors Marketing Program, with a double major in Marketing and Finance. Her academic excellence was recognized through several scholarships awarded for outstanding performance in her undergraduate projects. Her concentration in Digital Marketing provided her with the critical skills needed to integrate modern techniques with traditional marketing channels, a competence she has continued to develop and refine.

Elise's leadership was evident during her tenure as Chapter President of her sorority and active participant in the DePaul Driehaus Business School programs, including the "Center for Sales Leadership" and "Integrated Marketing Education Program." Her leadership roles honed her ability to inspire and guide others, a quality that has been crucial to her professional success.

In her current role on the HIPE Team at Colgate-Palmolive, Elise has demonstrated an ambitious trajectory, quickly adapting to the demands of the Institutional sanitation and wholesaling sectors. Her ability to merge analytical prowess with her finance and marketing knowledge has been instrumental in crafting compelling, data-driven customer stories that effectively position our professional brands. Her niche strength in blending analytics with creative storytelling has led to successful promotional strategies, partnership agreements, and assortment recommendations, specifically within the Jan/San verticals.

Elise is deeply dedicated to the sanitation and wholesaling industry, advocating for progressive initiatives that address unreciprocated needs within the market. Her proactive approach has undoubtedly influenced strategic initiatives at Colgate, focusing on providing innovative solutions that alleviate challenges faced by wholesalers. Her passion for transforming routine practices into beneficial innovations underscores her industry impact.

Beyond her professional achievements, Elise embodies the qualities of curiosity, passion, and ambition in both her career and personal life. She spearheaded the HUB DE&I Team and Reverse Mentoring Program at Colgate, demonstrating her commitment to fostering an inclusive and supportive environment. Her dedication to community service is noteworthy, as she regularly organizes volunteer events and mentors both new hires and her sorority's collegiate chapter.

Elise Wilde is an exceptional individual whose talents and attributes make her a valuable asset to any organization. I am confident she will bring the same level of dedication, creativity, and leadership to SSWA Future Leaders Experience.

Thank you for considering this outstanding candidate. Please do not hesitate to contact me should you require further information.

Sincerely,

Aaron Townsend

Sr. Sales Manager USA - Colgate Palmolive