

SSWA FUTURE LEADERS SPONSORSHIP APPLICATION

Personal Information:

Name: Michael A. Woolfenden Date: 5/22/2025
Contact Information - Email: michael.woolfenden@essity.com Phone: 848-828-0510
Date of Birth: 4/2/1993 Years Employed in Sanitary Supply Industry: 3 Years
Company: Essity
Position: Key Account Manager Commercial and Public Interest Segment
Company Mentor/Sponsor: Bryan Maciukiewicz

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 had the opportunity to volunteer with Tork, in partnership with Project HOME and Ronald McDonald House Charities, to support vulnerable communities in Philadelphia. During this event, we assembled and distributed 1,000 essential kits to help unsheltered individuals and provide comfort to families with hospitalized children. What made the experience even more memorable was the involvement of the Philadelphia Eagles and the chance to meet legends like Jason Avant, Mike Quick, and Harold Carmichael. We even got a tour of Lincoln Financial Field, which added a fun and inspiring touch to the day. This volunteer work was especially meaningful to me because it combined community service with local pride and teamwork. It reminded me how impactful small, local efforts can be when people come together with a shared purpose. Being part of a company like Essity, which values giving back, made me feel proud and motivated to continue supporting causes that matter.

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.

ESSITY – Philadelphia, PA Key Account Manager (Feb 2025 – Present) Lead strategic partnerships and cross-functional teams to align solutions with client goals.
Account Manager (Aug 2022 – Feb 2025) Drove 25% growth with key distributors; led internal collaboration and CRM reporting.
Garden State Industrial Systems – Edison, NJ Systems Consultant (Sep 2021 – Aug 2022) Closed \$310K in sales; managed project execution and team coordination.
Eastern Lift Truck Co. – Piscataway, NJ After Market Sales Rep (Jun 2018 – Sep 2021) Grew accounts 30%, exceeded targets, and trained new reps.
Eastern Lift Truck Co. – York, PA Marketing Associate (May 2015 – Jun 2018) Created content for 16 branches and supported sales with lead generation.

Personal Accomplishments:

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

I'm a purpose-driven leader with a passion for sustainability, professional development, and community service. At Essity, I've led key sustainability initiatives and proudly represented the Tork brand at the 2025 Green Sports Alliance Summit. Through my involvement with IFMA, I've actively supported professional development efforts, including participating in events like the IFMA Foundation Jeopardy.

For over eight years, I've volunteered with Junior Achievement of South Central PA, teaching high school students about financial literacy and life skills. I'm a Penn State graduate and hold a Microsoft Dynamics 365 certification, earned in 2024. I stay engaged with industry leaders through events like the BSCAI Executive Management Conference and collaborations with organizations such as Pritchard Sports & Entertainment Group and TRAX Analytics, always looking for ways to drive innovation and excellence.

MICHAEL WOOLFENDEN

MAWOOLFENDEN@GMAIL.COM | 848-828-0510 | [LinkedIn](#)

EDUCATION

THE PENNSYLVANIA STATE UNIVERSITY
Bachelor of Arts in Communications (GPA 3.4)

Harrisburg, Pennsylvania
August 2011 – May 2015

WORK EXPERIENCE

ESSITY Philadelphia, PA
Key Account Manager Commercial and Public Interest *January 2025 – Present*

- Spearhead strategic account management for high-value commercial and public sector clients, driving revenue growth and long-term partnerships across hygiene and health product lines.
- Analyze market trends, customer data, and competitive intelligence to identify growth opportunities and mitigate risks.
- Lead contract negotiations, pricing strategies, and promotional initiatives to achieve sales targets and profitability goals.

Account Manager *August 2022 – January 2025*

- Strategically manage and expand distribution network with respected partners: Home Depot Supply, BradyPlus, Performance Food Group, and Essendant.
- Enhanced strategic case growth year over year by an impressive 25%.
- Nurtured relationships with pivotal influencers and stakeholders within the customer hierarchy.
- Developed and implemented annual joint business plans with key accounts to foster sustained growth.

GARDEN STATE INDUSTRIAL SYSTEMS

Edison, NJ

Systems Consultant

September 2021 – August 2022

- Evaluates system specifications, input/output processes, and working parameters for hardware/software compatibility
- Managed projects by executing dual responsibilities of project manager and warehouse analyst.
- Closed \$310,000 sales to date.

EASTERN LIFT TRUCK CO. INC.

Piscataway, NJ

After Market Sales Representative

June 2018 – September 2021

- Increased planned maintenance accounts by 30% from January 2019 to January 2020.
- Exceeded sales goal each quarter by \$10,000 to \$30,000 through servicing existing accounts.
- Managed training for new Sales Representatives covering industry knowledge, Salesforce, and closing strategies.

EASTERN LIFT TRUCK CO. INC.

York, PA

Marketing Associate

May 2015 – June 2018

- Increased social media following by 6% between 2017-2018 through increased content, search engine optimization, digital marketing, and promotional posts.
 - Created informational material, blog posts course guides, and training brochures for 16 branch locations.
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LEADERSHIP

EASTERN LIFT TRUCK

York, PA

Health Champion

May 2018 – June 2018

- Ran a wellness campaign, which resulted in employee weight loss totaling 200 lbs. York branch placed first out of sixteen branches.

PUBLIC RELATIONS CLUB

Harrisburg, PA

Travel Chair

Aug 2015 – May 2015

- Coordinated public relations club conference in Washington, DC.
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SKILLS AND INTERESTS

TECHNICAL SKILLS: Sales Force, Excel, Powerpoint, Seamless.AI, FreshWorks, Canva, Microsoft Dynamics, Egencia

INTERESTS: Cycling, Baseball, Coffee, 5ks, Penn State Athletics.



Essity Professional Hygiene North America LLC

2929 Arch Street, Suite 2600
Philadelphia, PA 19104
937-477-1728

Date: May 23, 2025

Dear SSWA Future Leaders Honors Committee,

It is with immense pride and enthusiasm that I nominate Michael Woolfenden for the SSWA Future Leaders Honors. As a colleague and leader within Essity's Commercial and Public Interest team, I have had the privilege of witnessing Michael's exceptional dedication to community service, leadership, and sustainability —qualities that embody the very essence of this prestigious award.

Michael's recent volunteer efforts with Tork, in partnership with Project HOME and Ronald McDonald House Charities, exemplify his dedication to making a meaningful difference. Through this initiative, Michael played a key role in assembling and distributing 1,000 essential care kits to support unsheltered individuals in Philadelphia and provide comfort to families with hospitalized children. The event, which also featured Philadelphia Eagles legends and a tour of Lincoln Financial Field, was a testament to Michael's ability to unite people around a shared purpose and drive positive social impact. His involvement reflects not only a deep sense of civic responsibility but also a passion for making a tangible difference in the lives of others.

In his professional role as a Key Account Manager at Essity, Michael consistently demonstrates strategic acumen, collaborative leadership, and a results-oriented mindset. He excels at managing complex partnerships, aligning cross-functional teams, and driving sustainable growth. His track record-spanning in various roles- reflects a consistent pattern of excellence, whether mentoring emerging talent, championing system adoption, or delivering double-digit growth.

Beyond his corporate achievements, Michael is an active and engaged member of the International Facility Management Association (IFMA), where he continues to invest in his professional development and contribute to the advancement of the industry.

Michael Woolfenden exemplifies the qualities of a leader-visionary, compassionate, and deeply committed to creating positive change. His unwavering dedication to community service, his natural ability to lead with empathy and purpose, and his passionate advocacy for sustainability make him an outstanding candidate for the SSWA Future Leaders Honors. I can think of no one more deserving of this recognition and I offer my wholehearted and enthusiastic endorsement of his nomination.

Sincerely,

A handwritten signature in black ink that reads "Bryan Maciukiewicz". The signature is written in a cursive, flowing style.

Bryan Maciukiewicz
Sales Manager – Commercial and Public Interest
Essity