

SSWA FUTURE LEADERS  
SPONSORSHIP APPLICATION

**Personal Information:**

Name: Ansley Webster

Date: 5/29/2026

Contact Information - Email: Ansley.webster@newellco.com

Phone: (704) 989-6677

Date of Birth: 08/16/2002

Years Employed in Sanitary Supply Industry: 2

Company: Newell Brands – Rubbermaid Commercial Products

Position: Demand Planner – Commercial Group

Company Mentor/Sponsor: Sammey Mitchell

In addition to submitting your résumé, 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.

- Rubbermaid Commercial Products Engagement Committee at Newell Brands – Member (Jan 2025 – Present): Support employee engagement initiatives and events that strengthen connection and collaboration across the organization. Supporting employee engagement is important to me because strong workplace culture drives collaboration, inclusion, and long-term organizational success.
- Newell Brands Summer Internship Program — Mentor (Summer 2024 and Summer 2025): Mentored summer interns by explaining demand planning responsibilities and discussing the importance of broader supply chain collaboration across functions. This experience was important to me because it allowed me to support intern development and provide greater visibility into how teams work together to drive stronger business decisions.
- Kappa Alpha Theta Fraternity — Member (Feb 2022 – May 2024): Completed the chapter’s required 8 hours of community service each semester, totaling five semesters of service in the local community. I also assisted in a fundraising campaign that raised \$54,000 for Court Appointed Special Advocates (CASA), a non-profit organization that provides volunteers to aid judges in making decisions for children in the foster care system. This volunteer and fundraising work was important to me because it gave me the opportunity to give back to my local community while supporting children and families who need advocacy, care, and resources.
- College Mentors for Kids at NC State University — Mentor (Aug 2021 – May 2022): Met weekly during the school year to mentor an elementary-aged student through structured activities focused on growth, confidence, and exposure to higher education. This experience was important to me because it allowed me to build a meaningful relationship, serve as a positive role model, and help encourage a young student to see their potential and future opportunities.

**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.

- Newell Brands — Demand Planner for Rubbermaid Commercial Products (May 2024 – Present): Manage demand planning responsibilities for 16 janitorial sanitation customer accounts, partnering closely with sales teams and wholesale customers to support forecasting accuracy, product availability, and business planning initiatives.
- Premier Inc. — Contracting Intern (May 2023 – May 2024): Supported cost-reduction efforts through data analysis, reporting, and spend tracking to improve sourcing decisions.
- Kappa Alpha Theta Fraternity — Vice President of Finance (Dec 2022 – Dec 2023): Served in an executive leadership role overseeing financial operations in the chapter while chairing the Finance Committee and managing the Finance Branch.
- College Mentors for Kids — Vice President of Fundraising and Treasurer (May 2022 – May 2023): Held executive leadership positions managing fundraising and financial tracking in support of youth mentorship programming.
- Life Time Kids Academy — Team Member & Supervisor (Dec 2018 – Aug 2021): Promoted into a management position as Supervisor, leading a team of 10 and overseeing daily operations for children and families.

**Personal Accomplishments:**

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

- Graduated summa cum laude from NC State University Poole College of Management while balancing leadership roles, internships, and student involvement.
- Exceeded assigned 2025 Weighted Forecast Accuracy (WFA) goals at Newell Brands, surpassing annual targets by improving forecast performance by 10 percentage points across key business segments.
- Contributed to the Commercial Demand Planning team earning the Annual One Newell Award for Forecasting and Planning in 2024 and 2025 for achieving the highest WFA across all Newell Brands segments.
- Played a key role in supporting the sales leader for S.P. Richards at Newell Brands – Rubbermaid Commercial Products, contributing to back-to-back Sales Professional of the Year awards in 2024 and 2025.
- Supported the Essendant sales team at Newell Brands through demand planning and supply chain collaboration, contributing to Rubbermaid Commercial Products being named Essendant’s Supplier of the Year in 2024.

# Ansley Webster

(704) 989-6677 | Charlotte, NC | ansley.webster@newellco.com | linkedin.com/in/ansleywebster

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## PROFESSIONAL SUMMARY

Demand Planner with experience supporting the commercial janitorial sanitation industry through demand forecasting, customer analysis, and cross-functional sales collaboration. Partnering closely with commercial teams and wholesale customers to align inventory strategy, anticipate demand shifts, and support business growth for Rubbermaid Commercial Products. Recognized for analytical problem-solving, leadership aptitude, and driving forecast performance improvements in a fast-paced environment.

## PROFESSIONAL EXPERIENCE

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### **Newell Brands | Demand Planner | Huntersville, NC** **May 2024 – Present**

- Lead demand planning for 16 customer accounts within the janitorial sanitation business, including key wholesaler accounts, to support product availability and supply alignment for Rubbermaid Commercial Products
- Translate sales insights, customer trends, and market activity into 18-month demand forecasts that support proactive supply chain and commercial decision-making
- Partner with sales leaders to identify customer demand trends, support seasonal planning, and prepare for major industry events including ISSA
- Utilize AI-enabled tools and business analytics to identify customer insights, improve forecast visibility, and develop materials for sales and leadership presentations
- Implemented a new forecasting methodology for 12 sales representatives and led trainings to improve planning consistency and forecasting accountability

### **Premier Inc. | Contracting Intern | Charlotte, NC** **May 2023 – May 2024**

- Supported cost-reduction initiatives through data analysis, reporting, and collaboration with internal teams, helping improve visibility to purchasing behavior and business decision-making
- Redesigned and maintained an off-contract spend report using internal tools, Tableau, and Excel to improve insights into spending trends and support more informed sourcing and contracting decisions

### **Life Time Kids Academy | Team Member & Supervisor | Charlotte / Cary, NC** **Dec. 2018 - Aug. 2021**

- Promoted from Team Member to Supervisor, leading a team of 10 and overseeing daily operations while maintaining a safe, organized, and service-focused environment for 100+ children and families

## EDUCATION & LEADERSHIP EXPERIENCE

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### **North Carolina State University**

Bachelor of Science in Business Administration

**Aug. 2020 - May 2024**

Concentration in Operations and Supply Chain Management, GPA: 3.98

### **Kappa Alpha Theta Fraternity | Vice President of Finance**

**Dec. 2022 - Dec. 2023**

- Led financial operations for a chapter of 100+ member organization with responsibility for a \$115,000 annual budget and provided consistent reporting to leadership to support accountability and decision-making

### **College Mentors for Kids | Vice President of Fundraising and Treasurer**

**May 2022 - May 2023**

- Led fundraising and financial tracking efforts, helping the organization exceed its \$15,000 campaign goal while strengthening operational support for youth mentorship programming

## RELEVANT SKILLS

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Demand Planning, Forecasting, Sales & Operations Planning, Wholesale Account Knowledge, Customer Demand Analysis, Janitorial Sanitation Product Knowledge, Sales Partnership, Supply Chain Collaboration, Trend Analysis, AI-Assisted Analysis, Microsoft Excel, CoPilot, SAP IBP, Power BI, Microsoft Teams, Microsoft Planner, Microsoft PowerPoint

May 26, 2026

To the SSWA Selection Committee,

It is my pleasure to recommend Ansley Webster for the SSWA Future Leaders Award. As her mentor and sponsor at Newell Brands (RCP), I have had the opportunity to closely observe her growth, work ethic, and impact within the janitorial and sanitation industry. Without hesitation, I can say that Ansley represents exactly what this award is designed to recognize: emerging talent, forward-thinking leadership, and a strong commitment to the future of our industry.

At an early stage in her career, Ansley has already demonstrated an exceptional level of capability and maturity. Currently serving as a Demand Planner within Rubbermaid Commercial Products, she manages planning responsibilities across 16 customer accounts, including key wholesale partners, and plays a critical role in aligning sales insights with supply chain execution. Her ability to translate complex data, ranging from customer trends to market dynamics, into actionable demand strategies has made her a trusted partner to both sales and leadership teams.

What sets Ansley apart is her rare combination of analytical strength and business acumen, particularly at such a young age. Ansley brings a fresh perspective and strong technical proficiency, including leveraging AI-driven tools to enhance forecasting and decision-making. She not only excels in her own role but actively elevates those around her, introducing improved forecasting methodologies and leading training initiatives that have strengthened consistency and accountability across the team.

Ansley's performance speaks for itself. She has exceeded key performance metrics, including improving forecast accuracy by double-digit percentages, and has contributed to her team earning enterprise-wide recognition through consecutive forecasting excellence awards. Additionally, her work has directly supported major customer successes and supplier recognition, reinforcing her ability to impact the business beyond her immediate responsibilities.

Equally important is her leadership potential and commitment to people. Ansley has consistently taken on mentorship roles, guiding interns, supporting employee engagement efforts, and volunteering her time to both corporate and community initiatives. Her passion for building strong teams and fostering collaboration reflects a leadership style that is both inclusive and future focused.

Ansley's academic achievements further underscore her drive and discipline. Graduating summa cum laude with a near-perfect GPA in Operations and Supply Chain Management, she has built a strong foundation that she continues to apply thoughtfully in her professional career.

Perhaps most importantly, Ansley has tremendous runway ahead of her. She is early in her career yet already demonstrating the qualities of a future industry leader. Strategic thinking, intellectual curiosity, adaptability, and the ability to influence across functions are just a few of her strengths. As

our industry continues to evolve, it will require individuals like Ansley who can bridge data, technology, and customer insight to drive smarter, more responsive decision-making.

I am confident that Ansley Webster will not only benefit from participation in the SSWA Executive Conference but will also contribute meaningfully to the organization and its members. She is an outstanding candidate for the Future Leaders Award and a strong representative of the next generation shaping the janitorial and sanitation industry.

Thank you for your consideration.

Sincerely,

**Sammey Mitchell**

National Account Manager

Newell Brands – Rubbermaid Commercial Products