

SSWA Future Leaders Application Process



INSTRUCTIONS:

To be considered for this award, submit all items of the application in one packet/email, to futureleaders@sswa.com by **May 31st**.

Applications that are not received by May 31st will not be considered for the Sponsorship awards.

Qualifying Criteria:

1. Company must be an SSWA member in good standing.
2. Future Leaders Candidate must be currently employed in the sanitary industry with a minimum of 2 years working experience in this industry, and has never attended an SSWA Conference in the past.
3. Future Leaders Candidate must have a sponsor/mentor within their member company who will attend, at their own expense, the SSWA Executive Conference with them, and who will help guide and introduce the Candidate to SSWA members and activities.
4. Future Leaders Candidate must be age 35 or under.

Materials to be furnished by the Candidate:

1. Completed Application form.
2. Video of introduction to include your background, experience, goals, and what you hope to achieve in attending the SSWA Executive Conference (prox 5 minutes in length).
3. Updated resumé.
4. Letter of nomination and recommendation by your Company Sponsor/Mentor.

SSWA FUTURE LEADERS SPONSORSHIP APPLICATION

Personal Information:

Name: Alexandra Honch Date: 05/04/2026

Contact Information - Email: Alexandra.Honch@essity.com Phone: 404-295-9986

Date of Birth: 05-11-2001 Years Employed in Sanitary Supply Industry: 2 years and 11 months

Company: Essity Professional Hygiene

Position: Field Sales Account Manager

Company Mentor/Sponsor: Nancy Farrell

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 became involved with the Adopt-A-Road volunteer program after learning that my neighbors had adopted a stretch of road about five miles from their home. After speaking with them, I asked if I could join the scheduled clean-up days where we go along the stretch of "adopted road" and clean up any garbage or debris that had accumulated from the last designated clean up day.

It has been a wonderful way to connect with others in my community who share a commitment to giving back. I've found the experience to be both meaningful and very rewarding.

Opportunities like this highlight the broader impact of volunteering, as they not only help improve our local environment but also foster a stronger sense of community, collaboration, and shared responsibility

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 Professional Hygiene – Field Sales Account Manager (June 2024 – Present)

- Manage a multi-state territory, building strong relationships across distributors, end users, and cross-functional teams.
- Execute field strategy for Tork hygiene solutions across BSC, Foodservice, Industrial, and Commercial segments.
- Partner with Key Account Managers to support national programs and drive product adoption.
- Grow pipeline by identifying conversion opportunities and leading joint sales efforts with distributor partners.
- Conduct site assessments to recommend dispensing solutions, increasing equipment placements and product revenue.
- Deliver training for distributor reps on product knowledge, sales strategy, and category differentiation.

Georgia-Pacific Consumer Products (GPXpress) – Sales & End User Support (June 2023 – June 2024)

- Managed 15–20 Salesforce cases daily, resolving pricing, warranty, and quality issues.
- Supported sales teams and distributors with pricing, ordering, and analysis.
- Oversaw shared inboxes/queues, ensuring timely and accurate communication.
- Performed data analysis for reporting, ROS tracking, and business reviews.

Personal Accomplishments:

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

Earned “Emerging Supplier Rep of 2025” from Imperial Dade Atlanta within one year of taking over the account, recognized for strong collaboration and field execution—successfully gaining traction despite an entrenched private-label competitor by establishing trust across the branch.

Launch Team Member – Automatic PeakServe (Nov 2024–Oct 2025): supported field pilots, customer demos, and product feedback collection.

Attended ISSA Hygieia Network “Workplace Allies: The Power of Having Someone in Your Corner” (Sept 2024)

Member of ISSA Hygieia Network – Recruitment & Onboarding Subcommittee (Oct 2025–Present).

Member of Women’s Foodservice Forum (2026)

Member of Tork Advocacy Program (2026)

LinkedIn Sales Navigator Pilot Program (2025-Present)

Alexandra Honch

www.linkedin.com/in/alexandra-honch-5a386a234 | 404-295-9986 | alexandra.honch@essity.com

Professional Experience

Essity Professional Hygiene

Field Sales Account Manager (June 2024 - Present)

- Manage a multi-state territory, building strong relationships between distributors, end users, and Essity cross-functional teams.
- Drive field execution for Tork hygiene solutions across BSC, Foodservice, Industrial, and Commercial segments.
- Partner with Essity Key Account Managers to support national account programs and accelerate product adoption.
- Grew territory pipeline by identifying high-value conversion opportunities and coordinating joint sales calls with distributor partners.
- Conduct site assessments to recommend right-fit dispensing solutions, generating new equipment placements and pull-through product revenue.
- Lead training sessions for distributor reps on product knowledge, sales positioning, promotional materials, and category differentiation.
- Manage pricing requests, quoting, and forecasting to support regional territory growth.
- Collaborate with Commercial Development, Installation Services, and Customer Service to resolve customer issues and ensure smooth transitions to Tork products.

Georgia-Pacific Consumer Products (GPXpress)

Sales Support & End User Support (June 2023 – June 2024)

- Managed 15–20 Salesforce cases daily, resolving pricing, warranty, and quality issues.
- Supported GP sales consultants and distributor reps with pricing research, ordering, and analysis.
- Handled multiple shared inboxes/queues and ensured timely customer communication.
- Conducted data analysis for ROS, business reviews, and customer reporting.

Skills and Accomplishments

- **Awarded “Emerging Supplier Rep of 2025” by Imperial Dade Atlanta** within 12 months of inheriting the account, recognized for outstanding partnership, responsiveness, and field support—achieved despite competition from an established private-label program, by building trusted relationships across the entire branch.
- **Developed and implemented the PFG Atlanta Drop Trailer Program** to resolve ongoing delayed deliveries from Barton, Alabama. Partnered with Performance Food Group leadership, Essity’s Customer Logistics Manager, and the Key Account Manager to design a logistical solution that improved delivery flow, reduced customer disruption, and ensured consistent product availability. Continued quarterly check in call with Essity logistics manager.
- **Coordinated a critical large-scale installation ahead of a major customer inspection.** Led communication between the distributor, an external installation team, and the end customer to resolve delays and secure an accelerated installation date. Ensured all parties were aligned, oversaw project timing, and delivered the full installation before the inspection deadline — strengthening both customer trust and distributor partnership.
- **Support Large-Scale National Accounts with current distributors** Support large-scale national accounts alongside Edward Don’s Business Development distributor sales reps, extending beyond my assigned territory. Serving as a consistent point of contact for these accounts while partnering closely with Essity Account Managers across regions to ensure seamless transitions into long-term ownership. Maintaining continuity in communication, execution, and customer experience while providing field support, product expertise, and strong distributor alignment throughout the process.

- Launch Team Member – **Automatic PeakServe “New Wave”** (Nov 2024–Oct 2025): supported field pilots, customer demos, and product feedback collection.
- ISSA Hygieia Network – Recruitment & Onboarding Subcommittee (Oct 2025–Present).
- Member of Women’s Foodservice Forum (2026)
- Member of Tork Advocacy Program (2026)
- LinkedIn Sales Navigator Pilot Program (2025-Present)
- Customer Support & Case Resolution
- CRM Systems (Daily use of Power BI & CRM)
- Microsoft Excel & Outlook
- Data Analysis & Reporting
- Communication & Problem-Solving

Relevant Experience and Projects

- **Bridgemill Athletic Club — Customer Service & Supervisor : Sept 2020 – June 2023**
Delivered high-level member service and coordinated outdoor club operations. Managed pro shop operations, inventory, and golf outing coordination while supporting member needs.
- **Kennesaw State Athletics – Marketing Intern (2022)**
Supported game-day operations and event logistics across multiple sports.
- **KSU Baseball – Statistical Assistant (2023)**
Used player-evaluation technology for live practice/game statistical analysis.
- **Strategic Management Project (2022)**
Completed a semester-long company analysis with Excel research and executive interviews.

Education:

- Kennesaw State University, Bachelor of Business Administration in Management
- Magna Cum Laude

May 7, 2026

SSWA Future Leaders Selection Committee

Dear Members of the Selection Committee,

I am pleased to recommend Alexandra Honch for the SSWA Future Leaders Program. As the manager to Alexandra, I have seen firsthand her strong leadership potential, professionalism, and commitment to excellence within the cleaning and distribution industry.

In her current role as a Field Sales Account Manager at Essity, Alexandra manages a multi-state territory, driving growth for Tork hygiene solutions across multiple market segments. She excels at building relationships between distributors, end users, and cross-functional teams, while identifying high-value opportunities that expand pipeline and accelerate product adoption. Her ability to pair technical knowledge with practical, customer-focused solutions has led to successful product placements and sustained revenue growth.

Alexandra's accomplishments highlight both her initiative and leadership. She was named "Emerging Supplier Rep of 2025" by Imperial Dade Atlanta within just 12 months. This is an achievement driven by her strong partnerships and responsiveness in a highly competitive environment. She has also led impactful initiatives such as developing a logistics solution for Performance Food Group that improved delivery reliability and successfully coordinating a time-sensitive large-scale installation ahead of a critical customer inspection.

Her collaborative approach extends beyond her territory, as she supports national accounts and ensures consistent execution, communication, and customer experience across regions. Combined with her prior experience at Georgia-Pacific, Alexandra brings both operational discipline and strategic insight to her work.

Alexandra embodies the qualities the SSWA Future Leaders Program is designed to recognize - initiative, industry engagement, and a drive for continuous growth. I am confident she will make meaningful contributions to the program and the industry as a whole.

I am proud to recommend Alexandra Honch for this opportunity and we appreciate your consideration. Please feel free to contact me with any questions.

Respectfully,

Kirk Gedeon

Senior Sales Manager, Distributor Enablement Southeast
Kirk.gedeon@essity.com