

SSWA FUTURE LEADERS SPONSORSHIP APPLICATION

Personal Information:

Name: Morgan Walker Date: 5/30/2026
Contact Information - Email: morgan.walker@essity.com Phone: (415) 745 -0710
Date of Birth: 05/16/1997 Years Employed in Sanitary Supply Industry: 6.5
Company: Essity Professional Hygiene
Position: Virtual Sales Account Manager
Company Mentor/Sponsor: Michael Bleach

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.

Northstar Watercraft - 2024 - 2025 Freelance Brand Designer

- Designed the complete logo suite and supporting visual brand identity for Northstar Watercraft
- Built foundational brand elements used across marketing, packaging, advertising, and digital presence

Mission Cataract USA Board of Directors - 2011 –2021

- Connected uninsured patients experiencing cataracts with local Doctors performing free surgery
- Managed, organized and updated Mission Cataract USA's website including news, testimonies and participating Doctors
- Collaborated with Doctors' offices and patients, graphic designers and software developers
- Wrote grant proposals and copy, created layout designs, pamphlets and infographics

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 Sales Executive - West - 2019 -2021

Essity Virtual Sales Account Manager - Mid Atlantic - 2021 - 2024

Essity Virtual Sales Account Manager - West - 2024 - 2026

Essity Distribution Enablement Manager, Virtual Sales West - 2026

Personal Accomplishments:

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

Team of the Year - Virtual Sales 2023

Morgan Walker

(559) 313-2022 • Morgan.walker@essity.com

PROFESSIONAL EXPERIENCE

ESSITY PROFESSIONAL HYGEINE

Tork Virtual Sales Account Manager, West – Los Osos, California January 2024 - Current

- Manage 30 distributor partnerships and hundreds of end-user contracts across three time zones, serving as the primary virtual point of contact. Proactively engage with distribution partners to prospect and pioneer new opportunities, grow sales, maintain opportunity momentum, provide support and ensure customer satisfaction throughout the buying journey.
- Strengthen partnerships through ongoing business reviews, opportunity forecasting, and GAP analysis reporting to identify existing areas for collaboration and upsell.
- Leverage sales data to monitor trends and generate reports which deliver organized and actionable insights to support strategic decision-making and identify potential areas of growth.
- Execute growth programs and promotional initiatives to maximize partnership value and increase strategic dispenser placements.
- Collaborate cross-functionally within various internal departments to ensure a positive customer experience and maintain business.
- Rapidly assess needs and deliver pricing, samples, presentations, demos, etc. to demonstrate commitment to exceptional support.
- Maintain a high-level awareness of product supply alerts and inventory constraints, proactively communicating shortages and fulfillment risks to distributors to protect key customer relationships and navigate demand.

Tork Virtual Sales Account Manager, Mid-Atlantic – Philadelphia, Pennsylvania July 2021 – January 2024

- Relocated from California to Pennsylvania to join Essity's new virtual sales team and served as the first member to extend Virtual support to Northeast and Mid- Atlantic customers, then successfully managed a portfolio of 25 distribution accounts and hundreds of end user contracts.
- Proactively identified and resolved concerns by implementing creative solutions to ensure customer satisfaction and maintain partnership during field to virtual representation transitions.
- Maintained regular and open lines of communication with each distribution team, fostering strong relationships, addressing concerns, and providing timely updates during years of price increases, product shortages, and guideline shifts.
- Effectively managed a pipeline of sales opportunities and appointments, ensuring efficient tracking to exceed targets.
- Collaborated with the Mid-Atlantic field sales team to better understand market trends, industry shifts, and gain insights.
- Successfully executed campaigns through coordinated tradeshows, targeted promotions, and promoted focus assortments, driving brand awareness and increasing year-over-year sales.
- Participated in several internal project teams, including: DCX 2023, GTM 2024, Visitor Intelligence 2024, Ascent 2024-2025.

Tork Sales Executive– San Francisco, California December 2019 - June 2021

- Quickly established a deep knowledge of the Tork product assortment and internal platforms to accelerate the new-hire training period and effectively support distribution partners during the 2020 pandemic.
- Managed the California territory overseeing 5 distribution channels and hundreds of active contracts.
- Conducted field outreach and cold calls to better understand customer needs, identify pain points, and tailor solutions that improve operational efficiency in healthcare spaces.
- Frequently partnered with internal teams and industry leaders to gain insights and best practices to support distribution partners and enhance performance.
- Utilized pipeline analytics and CRM tools to track opportunities, drive accountability, forecast sales activity with accuracy, and grew strong distributor relationships through collaborative planning with Key Account Managers and segment experts while building a robust pipeline.

ACHIEVEMENTS

"Team of the Year: Virtual Sales" at Essity Sales Awards February 2023

- Award representing exceptional performance, collaborative spirit, and outstanding results in driving revenue growth and customer satisfaction through virtual team selling in 2022.

EDUCATION

Saint Mary's College of California – Moraga, California
Bachelor of Arts in English, Emphasis in Communication

May 2019

May 14, 2026

SSWA Future Leaders Selection Committee

Dear Members of the Selection Committee,

I am pleased to recommend Morgan Walker for the SSWA Future Leaders Program. Morgan is a high-performing sales professional whose consistent results, strategic mindset, and emerging leadership capabilities position her as an exceptional candidate for this program.

In her role as a Virtual Sales Account Manager at Essity Professional Hygiene, Morgan oversees a complex portfolio of more than 30 distributor partnerships and hundreds of end-user contracts across multiple regions. She has demonstrated a strong ability to drive business outcomes by building trusted relationships, identifying opportunities, and applying data-driven insights to drive results.

Morgan distinguishes herself through her leadership impact within a virtual operating model. She has played a key role in expanding virtual sales support into new regions and effectively led partners through periods of operational complexity, including supply disruptions and pricing adjustments. Her disciplined approach, clear communication, and customer-centric focus enable her to influence outcomes and deliver results in challenging environments.

Beyond her core responsibilities, Morgan is an engaged contributor to cross-functional initiatives and a consistent advocate for continuous improvement. Her contributions were instrumental in earning Essity's "Team of the Year: Virtual Sales" award in 2023, underscoring both her individual impact and her commitment to team success.

Morgan brings a compelling combination of strategic perspective, executional discipline, and communication strength, complemented by her academic background in English with an emphasis in Communication from Saint Mary's College of California. She operates with maturity, accountability, and a clear capacity to lead at the next level.

I am confident Morgan will derive significant value from the SSWA Future Leaders Program and will contribute meaningfully to its broader objectives. She has my full endorsement

Sincerely,

Michael Bleach

Team Lead, Virtual Sales
Michael.Bleach@essity.com