



MARKETING

This creative industry, concerned with anticipating customers' future wants and needs, is vital in creating, communicating, and delivering the brand message to the correct individuals. From content to brand to event to relationship marketing, marketers deliver informative materials to potential customers. Today, marketers must ensure the correct platform is used to connect with the targeted audience.

Ropella understands the unique recruitment challenges faced by this diverse industry. Our understanding of your company, your customers and current industry trends means our executive search consultants can find just the right fit, quickly and efficiently. As talent acquisition experts, we excel at attracting, recruiting and building relationships with the best minds in the industry.



Look for our articles in *Happi* and other industry publications.

We have proven our ability to help companies grow and prosper by developing their most important competitive advantage — skilled people. Successful industry leaders count on Ropella to find the right talent to drive their business forward.

*For more information, please contact our
**Chairman & CEO Patrick Ropella, at
850.983.4997 or ropella@ropella.com.***

We read and write for industry publications, including:

- Happi Magazine
- Chemical and Engineering news
- Chemical Week
- ICIS Chemical Business

We participate in industry associations such as:

- Society of Chemical Manufacturers and Affiliates
- National Association of Chemical Distributors
- American Chemical Society
- CPhI

We regularly attend industry trade shows, including:

- Informex
- NYSCC Suppliers' Day
- ACI Annual Meeting & Convention
- Information Food Technology Conference

We have served and developed relationships with leading companies in the industry, including:

- Clariant
- Lonza
- Solvay
- AkzoNobel
- Estée Lauder
- Shell
- BASF
- Lubrizol
- Ashland
- Imerys

Ropella teams are built around the functions our clients are seeking. We have dedicated teams focused on C-suite, Sales, Marketing, R&D and Operations.

Roles filled include:

- Chief Marketing Officer
- Marketing Manager
- Vice President of Customer Marketing
- Market Research Analyst/manager
- Media Director
- Vice President of Content Marketing
- Communications Manager



ROPELLA
GROWING GREAT COMPANIES

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