

CSCRL SPRING SYMPOSIUM

SURVIVING AND THRIVING IN A COVID-19 ECONOMY

APRIL 9, 2021

SPEAKER BIO

CYNTHIA BILLONE, RAY LOPEZ, DANA PIERCE

SALES REPRESENTATIVES, PRATT INDUSTRIES

PACKAGING IN A PANDEMIC



CYNTHIA BILLONE

Pratt sales representative, Cynthia Billone, has 16 years experience, focused on business-to-business selling and account management throughout her career. Cynthia joined Pratt 4 years ago due to the uniqueness of Pratt's 100% recycled corrugated packaging. Cynthia's goal is to help companies package their products with custom corrugated packaging that not only provides better protection and speed, but also helps the environment. Cynthia will share beneficial sustainability insights and details of Pratt's nationwide recycling program. Cynthia enjoys working with her design & sales teams to offer the best solutions, as well as being a member of the Saleswomen of Pratt team.



RAY LOPEZ

Pratt sales representative, Ray Lopez, has over 35 years of experience. Ray started his career in the corrugated packaging world at his father's box plant when he was in high school. Since then, he has used his design, manufacturing & sales experience to help his customers. He uses a very detailed and hands-on approach to help each client manage inventory and solve packaging challenges. Ray will speak about how the increased corrugated demand, driven by the e-commerce boom, has affected the paper industry during the pandemic. Ray will also touch on how the pandemic has affected his customers' supply chains and how they have tried to adjust accordingly.



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DANA PIERCE

Pratt sales representative Dana Pierce, has 19 years of experience, focused on design for the majority of her career. Dana proudly led our creative design team at Pratt's Emmaus sheet plant location, Impress Packaging. Dana currently helps her customers build a better package through *innovative design* utilizing 100% recycled corrugated. Creatively adapting to changing times is imperative to successful business. Dana will share Covid connection solutions that Pratt employees deployed to continue building relationships in virtual times. Dana enjoys event planning and collaboration on newsletters to inspire fellow Saleswomen of Pratt.

