

# CONSUMER PRODUCTS

## OUR INVOLVEMENT

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

- Sealy
- Behr Paints
- Georgia-Pacific
- BFGoodrich
- Amway
- Johnson & Johnson

We participate in industry Associations and Trade Shows, including:

- Consumer Specialty Products Association
- Industrial Research Institute
- Innovation Leaders Network
- Innovation Research Interchange



Look for our articles in **Happi**

## ROPELLA INDUSTRY EXPERTISE

The consumer products industry, an umbrella that encompasses everything from staples to cars, bug spray to zucchinis, and video game consoles to printer paper. The challenges faced by the industry are almost as diverse as its offerings, but there have been some overarching trends in recent years, including sustainability — energy efficiency, and environmental and raw material concerns — and shifting governmental regulations. Regardless of the issues, however, as long as there are consumers to purchase products, the consumer products industry will continue to thrive.

Ropella's mission is to build lasting relationships between High Potential A-Player Talent, Backable CEO's, Board Members, SME's and Transformational Leaders. Our primary goal; providing ROI value towards growing the great companies we invest our time, talent and treasure into.

Building teams worldwide, in all functional areas and at all levels, with the best possible talent is one of the highest priorities for transformational leaders - because we all know - **the Team with the Best Talent Wins** Especially so, in fast growing organizations.

## OUR SOLUTIONS

With over 35 years as a global search leader, delivering the Most Advanced Search Execution Capabilities, Ropella has proven many times over, to be extremely well-versed at solving the most challenging "needle in a haystack" searches. While at the same time managing Talent Selection & Development as a Primary Asset for ROI.



As a bestselling author of *The Right Hire* and a highly experienced practitioner, Patrick Ropella developed the **SMART Search System**®, regarded as one of the most well respected, Talent Centric Executive Search Solutions available.



GROWING GREAT COMPANIES  
Through Global Talent Discovery,  
Assessment & Connection

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