

**PACKAGING UNIVERSITY  
SPEAKERS/CONSULTANTS  
BUREAU DIRECTORY**

JoAnn Hines, Packaging Diva  
CEO of Packaging University  
All Packaging All Of The Time

4290 Bells Ferry Road STE 106-17  
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678-594-6872  
[jrhines@packaginguniversity.com](mailto:jrhines@packaginguniversity.com)

Personal Website: <http://packagingdiva.com/>  
Corporate Website: <http://packaginguniversity.com/>  
Packaging Help: <http://packagingcoach.com/>  
Women In Packaging <http://womeninpackaging.org/>

**A**

**B**

**Dean Bellefleur (SPEAKER)**

Title: Creative Director

Organization: D-idea

Address: 780 Hillview Rd., Kingston, Ontario K7M 5E3 Canada

Work Phone: 613-384-2521

Fax: 613-384-2964

Email Address: [dean@d-idea.com](mailto:dean@d-idea.com)

Education: Masters in Project Management

Experience: 23 years in Packaging

Credentials: 20 years international with Tetra Pak AB, GLG Council Member

Group Sizes: no restrictions

Topic 1: Packaging & the Beverage Market

Topic 2: Packaging Design

Topic 3: Innovation

Outline Available: Yes

If no would you prepare one: Yes

Handouts Available: Yes

Level of Public Speaking Exper: International Speaker

Restrictions on Availability: None

Comments: As well I consult on packaging and product commercialization.

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**C**

## **D**

### **Jim DeBetta (SPEAKER)**

Title: President

Organization: Slingshot Products

Address: 1665 Lakes Parkway Suite 102, Lawrenceville, GA 30043USA

Work Phone: 770-880-2606

Fax: 678-827-0883

Email Address: [jjmd@slingshotproducts.com](mailto:jjmd@slingshotproducts.com)

Education: College

Experience: 20 years in consumer goods sales and marketing

Credentials: Various including member of various inventing organizations and successful small business person.

Topic 1: The proper steps to inventing

Topic 2: Sales and Marketing Strategies for small consumer products companies

Topic 3: Product development

Outline Available: Yes

If no would you prepare one: Yes

Handouts Available: Yes

Level of Public Speaking Exper: moderate experience

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## **E**

## **F**

## **G**

### **Karen K. Greene (CONSULTANT)**

Title: Technical Director

Organization: DDL, Inc.

Address: 17371 Mt. Wynne Circle, Suite A, California 92708 USA

Work Phone: 760 835 2260

Fax: 760 603 9011

Email Address: [karen.greene@testedandproven.com](mailto:karen.greene@testedandproven.com)

Education: B.A. Biology

Experience: 26 years packaging engineer

Credentials: Certified Packaging Professional

Group Sizes: 10+

Topic 1: Medical Device Packaging

Topic 2: Package Design and Prototyping

Outline Available: Yes

f no would you prepare one: Yes

Handouts Available: Yes

Level of Public Speaking Exper: moderate-- 10+ presentations

Comments: My expertise is in medical device packaging-- design, prototyping, development, testing, validation, regulatory requirements, materials selection and design for manufacturability.

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## **H**

**JoAnn Hines (SPEAKER/CONSULTANT)**

Title: Packaging Diva

Organization: PackagingDiva.com

Address: 4290 Bells Ferry Road, STE 106-17, Kennesaw, GA 31044 USA

Work Phone: 678-594-6872

Email Address: [joann@packagingdiva.com](mailto:joann@packagingdiva.com)

Experience: Extensive, professional speaker

Credentials: 30+ years packaging expertise

Group Sizes: 10-2500

Topic 1: Packaging As A Marketing Tool

Topic 2: Packaging Your Product To Sell

Topic 3: Packaging For Small Business/Entrepreneurs

Outline Available: Yes

If no would you prepare one: Yes

Handouts Available: Yes

Level of Public Speaking Exper: Expert

Restrictions on Availability: none

Comments: Available to speak on the following topics: Packaging launch or makeover, packaging expert witness on patent infringement and intellectual property, brand identity and package design infringement, sustainable, green and environmentally friendly packaging, consumer product packaging trends, technology and innovation, smart/intelligent packaging, packaging and marketing, branding, merchandising, or advertising, packaging and consumers, society, or retail products, package/package design, packaging education/training.

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**Kevin Howard (CONSULTANT)**

Title: Consultant, owner

Organization: Packnomics, LLC

Address: 803 SE 97th Ave., Vancouver, WA98664 USA

Work Phone: 360-606-0235

Email Address: [kevin.howard@packnomics.com](mailto:kevin.howard@packnomics.com)

Education: BS and MS degrees in Packaging, Michigan State University

Experience: 25 years: 3 consulting, 17 at HP, 3 at Whirlpool, 2 internships, teaching assistant in grad school, and research assistant at the SoP

Outline Available: Yes

If no would you prepare one: Yes

Handouts Available: Yes

Level of Public Speaking Exper: Extensive: teaching, inside of HP, presentations at ISTA, ASTM, Western Packaging Association, International Molded Fibre Assoc., etc.

Restrictions on Availability: Simply depends on my schedule

Comments: Please see my website for more information about my background [www.packnomics.com](http://www.packnomics.com)

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**I**

**J**

**K**

**L**

**M**

**Andy Malcolm (CONSULTANT)**

Title: Consulting Packaging Engineer

Organization: P. Andrew Malcolm Consulting, Inc.

Address: 32 Carte Place, Pleasant Hill, CA 94523 USA

Work Phone: 925-997-4626

Fax: 603-971-0490

Email Address: [andy@malcolmconsulting.com](mailto:andy@malcolmconsulting.com)

Education: Cornell University, BSME; St. Mary's College of California, MBA

Experience: In his work with manufacturers of primary packaging materials, production companies, Fortune 100 Corporations, and fast growing, privately held companies; he has been responsible for numerous award-winning projects.

Credentials: Two Ameristar Awards; J&J Outstanding Diverse Supplier Award; First Vice Chair, Packaging Consultants Council of the IoPP; President, Western Packaging Assoc., Professional Engineer

Group Sizes: Up to 100

Topic 1: Importance of Documenting User Requirements - First!

Topic 2: How and When Do I Need to Use a Consultant?

Topic 3: Packaging: I Don't Get No Respect

Outline Available: No

If no would you prepare one: Yes

Handouts Available: Yes

Level of Public Speaking Exper: Local Events, Primarily

Restrictions on Availability: None, given adequate lead time to plan.

Comments: Through extensive hands-on experience in a variety of production, engineering, maintenance, and design positions, PAMC's founder and president, Andy Malcolm, has developed an understanding of how equipment, people, and materials interact in successful packaging systems.

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**N**

**O**

**P**

**Steve Pellegrin (CONSULTANT)**

Title: Principal

Organization: IDY Creative, Inc.

Address: 1507 SW 30 PL, Fort Lauderdale FL 33315 USA

Work Phone: 954.728.8553

Fax: 954.728.2594

Email Address: [stevep@idycreative.com](mailto:stevep@idycreative.com)

Experience: 20+ years

Outline Available: No

If no would you prepare one: Yes

Handouts Available: Yes

**Chris Penfold (CONSULTANT)**

Title: Managing Director

Organization: Design Cognition Ltd

Address: Biocity, Pennyfoot Street, Nottingham, Notts NG1 1GF, UK

Work Phone: +44 (0)115 846 1914

Fax: +44 (0)115 912 4289

Email Address: [chris@designcognition.com](mailto:chris@designcognition.com)

Education: Diploma in Packaging Technology, MBA, Chartered Marketer

Experience: 25 years packaging development experience with a number of blue chip organizations.

Outline Available: Yes

If no would you prepare one: Yes

Handouts Available: Yes

Comments: Chris Penfold is a self-motivated, achievement orientated, confident and creative leader with a proven track record in general and technical management. He is a packaging professional with over 23 years packaging development & NPD experience working on £million-brands in the OTC, healthcare & Rx pharma arenas for 'blue-chip' multinational companies such as Glaxo (GSK), CIBA (Novartis), Boots Healthcare and Reckitt Benckiser Healthcare.

He is an MBA graduate and Chartered Marketer with extensive cross-functional experience in a broad spectrum of related disciplines, including marketing, supply chain, QC and production. A multi-lingual 'International Player' with experience working in various European countries, Middle East, North America & extended business trips to the Far East. Underpinned by proven interpersonal skills, the ability to make things happen and experience gained from independent international consultancy projects & running his own business.

Specialties & Competencies: Chris' technical competence and commercial foresight underpin his expertise in design strategy and management. He has many years experience in New Product Development, management and delivery and has pioneered outsourcing opportunities by developing processes, best practice and new ways of working to deliver top and bottom line business benefits – predominantly in the healthcare industry. This has included benefits through his large and reliable network of Far Eastern product & tooling sourcing, development & supply partners. Chris' extensive knowledge of all packaging principles and processes includes - plastics and plastic conversion processes, glass, laminates, paper/board together with knowledge of printing technology, reprographics and origination principles. He has an in depth knowledge of healthcare legislation, including working at the 'cutting edge' of Braille implementation. He has an in-depth knowledge of packaging machinery and production processes including production line validation to GMP standards.

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**Jim Pfister (SPEAKER)**

Title: President

Organization: Finished Goods Enterprises, inc.

Address: 6210 Westover Drive, Mechanicsburg, PA 17050 USA

Work Phone: 717-608-5543

Fax: none

Email Address: [Jimp@fgpepa.com](mailto:Jimp@fgpepa.com)

Education: BSChE, Drexel Univ.

Experience: 35+ years

Credentials: Chairman, Packaging consultants Council, IoPP member for 20+yrs.

Group Sizes: no restrictions

Topic 1: Effective Factory Acceptance Testing Methods for Packaging Machinery

Topic 2: Optimizing Changeover Teams

Topic 3: Doing Business with China

Outline Available: Yes

If no would you prepare one: Yes

Handouts Available: Yes  
Level of Public Speaking Exper: national meeting level  
Restrictions on Availability: none

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**Katherine Putnam (SPEAKER)**

Title: President  
Organization: Package Machinery Company Inc.  
Address: 380 Union St #58, West Springfield, MA 01089 USA  
Work Phone: 413.732.4000  
Fax: 413.732.1163  
Email Address: [kputnam@packagemachinery.com](mailto:kputnam@packagemachinery.com)  
Education: BA, MBA  
Experience: 12 yrs CEO of machinery manufacturer  
Topic 1: women and leadership  
Topic 2: wrapping process and alternatives  
Outline Available: No  
If no would you prepare one: Yes  
Handouts Available: Yes  
Level of Public Speaking Exper: good

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**Q**

**R**

**S**

**Claire Koeslch Sand, Ph.D. (SPEAKER)**

Title: Principal/Adjunct Professor  
Organization: Ameripak/MSU  
Address: 3220 Staloch Place, Stillwater, MN 55082 USA  
Work Phone: 612-807-5341  
Fax: 651-342-1146  
Email Address: [claireksand@cks-ameripak.com](mailto:claireksand@cks-ameripak.com)  
Education: Ph.D. Food Science; MS/BS Packaging  
Experience: Food Industry, Academia, International Development  
Credentials: 20 year experience  
Outline Available: Yes  
If no would you prepare one: Yes  
Handouts Available: Yes  
Level of Public Speaking Exper: High  
Restrictions on Availability: None

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**Jonathan Schneider (SPEAKER)**

Title: Creative Soul  
Organization: The AFTERLIFE  
Address: 1127 M Olive Lake Drive, St. Louis, Missouri 63132 USA  
Work Phone: 314 495-6362  
Email Address: [rip@the-afterlife.com](mailto:rip@the-afterlife.com)

Education: BFA - School of Visual Arts, NYC  
Experience: Creative thought and innovation

Credentials: Former Art Director/Writer for MAD Magazine, Designer of Licensed products for Hallmark Cards, Inc.

Group Sizes: any

Topic 1: Releasing creative thought for non-creatives

Topic 2: Brainstorm = brain tsunami

Topic 3: Steps to encourage innovative ideas

Outline Available: No

If no would you prepare one: Yes

Handouts Available: No

Level of Public Speaking Exper: High experience level

Comments: I can teach people to release their creative thoughts and ideas for innovation, how to run effective brainstorms, keeping creatives on track while interacting with non-creatives and teaching executive how to engage employees to bring forth innovative ideas to benefit the company.

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## I

### **David Thyssen (CONSULTANT)**

Title: Consulting Engineer

Organization: Thyssen Consulting

Address: 160 Vista Verde Way, Portola Valley, CA 94028 USA

Work Phone: 650-851-8025

Fax: 650-851-2245

Email Address: [david@thyssen.com](mailto:david@thyssen.com)

Education: BS Industrial Technology, MBA Business

Experience: 30 years in Packaging

Outline Available: No

If no would you prepare one: Yes

Handouts Available: Yes

Level of Public Speaking Exper: none

Restrictions on Availability: none

Comments: Specialize in Child Resistant and Moisture Barrier Packaging for Medical Products. Have a great background in Medical Packaging Design, Testing, and Equipment.

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### **Elisha Tropper (CONSULTANT/SPEAKER)**

Title: President & CEO

Organization: T3 Associates LLC

Address: 600 Mamaroneck Avenue, Suite 301, Harrison, NY 10528 USA

Work Phone: 914-733-3333

Email Address: [et@t3associates.net](mailto:et@t3associates.net)

Education: MBA, Columbia University School of Business

Experience: Former Senior Consultat at Price Waterhouse's Strategy Consulting Group, Former President and owner, Prestige Label, TLMI Board Member, Editor of 2007 North American Label Study, Conference Chair 2004 LabelExpo

Credentials: Industry expert in business building, sales and marketing, M&A, finance

Group Sizes: Organizations of all sizes

Topic 1: Business Strategy Development

Topic 2: M&A - Preparation, Execution, and Implementation

Topic 3: Sales and Marketing Plan Development

Outline Available: Yes

If no would you prepare one: Yes

Handouts Available: Yes

Level of Public Speaking Exper: Proficient

Restrictions on Availability: Consulting arrangements on a company by company basis  
Comments: T3 Associates is a boutique management consulting firm providing business advisory services and expertise to organizations of all sizes.

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**U**

**V**

**W**

**Rob Wallace (SPEAKER)**

Title: Managing Partner

Organization: Wallace Church, Inc.

Address: 330 East 48 Street, New York, NY 10017 USA

Work Phone: 212-755-2903

Fax: 212-355-6872

Email Address: [Rob@wallacechurch.com](mailto:Rob@wallacechurch.com)

Education: MBA course work

Experience: 25 years in brand identity strategy

Credentials: Board of Advisors, Design Management Institute

Group Sizes: Spoken literally dozens of conferences throughout the US, Mexico, South America, Western Europe of more than 500 people

Topic 1: Quantifying Design's ROI

Topic 2: 10 Best Practices of Design-Lead Innovation

Topic 3: Building Multi-Tiered Design Architectures

Outline Available: Yes

If no would you prepare one: Yes

Handouts Available: Yes

Level of Public Speaking Exper: Often listed as the most informative and engaging speakers at dozens of conferences.

Restrictions on Availability: TBD on prior commitments

Comments: Often referred to as "the industry thought leader on proving design's return on investment", Rob Wallace is an informed and passionate spokesperson. He uses his direct experience with real-world, high profile branding case studies-- such as the global launch of Mach 3 and Venus, the re-branding of Lean Cuisine and many others-- to support his insights into brand identity strategy, design, research and accountability.

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**Patricia Weiland (CONSULTANT)**

Title: Business Coach and Consultant

Organization: Sage Strategies

Address: 2211 Griffith Park Boulevard, Los Angeles, CA 90039 USA

Work Phone: 310-503-5856

Fax: 734-661-2644

Email Address: [pw@sage4change.com](mailto:pw@sage4change.com)

Education: Masters of Art Organizational Management

Experience: 25 years of business growth experience

Credentials: ACC

Group Sizes: 5 - 75

Topic 1: Team Development

Topic 2: Communication

Topic 3: Retention

Outline Available: Yes

If no would you prepare one: Yes

Handouts Available: Yes

Level of Public Speaking Exper: Facilitation skills

Restrictions on Availability: Schedule only

Comments: Communication between departments and teams can derail the easiest projects. My group uncovers blocks with tangible solutions. Repair, enhance or ensure team play for the greatest business return on investment.

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Z