

Reinventing the Food & Beverage Industry

May 09-10, 2016 New Orleans, USA

The Power of Flexible Packaging-*How new markets are created*

Sal Pellingra
Ampac, USA

The evolution of packaging, the rise in challenger brands, and the new health consciousness is dismantling the entrenched paradigms. Enabled by digital technologies and fast connectivity, the industry ecosystem is reshaping itself at its very roots.

Biography

Sal Pellingra's passion for packaging and innovation has led to increasing positions of responsibility in manufacturing, product development, market development, marketing and innovation leading to his current position as Vice President of Innovation and Technology at Ampac. He has broad experience from polymers and film development, through converting, application development, shelf life and end uses of packaging. Ampac is seen as a leader in innovative packaging and has evidence of that in the number of packaging awards it receives each year through his technical leadership.

Prior to Ampac, he spent 25 years with the ExxonMobil Films Business working in product development, marketing development, and as the Americas Market Segment Manager for four core market segments.

He holds a BS and MBA from Rochester Institute of Technology. He is a technical resource for packaging technology and design for Ampac and its customers and is a frequent industry speaker and trade journal contributor both in North America and abroad.

He also holds 13 US patents and among other honors has received a Global Technology Award from ExxonMobil Chemical Company. He is also an Adjunct Professor in Packaging at the University of Cincinnati, USA.

Notes: