

# SANFORD E. FITELSON

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## PACKAGING PROFESSIONAL AND INNOVATOR

*Offering a unique combination of packaging engineering, information systems, and leadership expertise.*

Quality-driven sustainable packaging expert with experience in nutraceutical, food and skin care product lines. Successfully impact the bottom line by developing production innovations, delivering unique solutions to complex business problems, and managing concurrent projects from concept to market introduction. History of stepping into a new role and quickly recognizing cost saving strategies. Build bridges across business units to ensure packaging engineering is aligned with corporate goals. MBA in Financial Management. Degrees in Packaging Science and Information Technology. Hold packaging utility and packaging design patents.

### *Areas of Expertise*

Packaging Specifications | Product Development | Testing Methodology | Project Management | Plant Trials  
Cross-functional Collaboration | Process Improvement | Cost Control | Team Building | Staff Development  
Sustainability | Quality Control | Regulatory Compliance | Marketing | Data Analysis

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## PROFESSIONAL EXPERIENCE

MEANINGFUL BEAUTY, EL SEGUNDO, CA

May 2022–Present

### **Senior Packaging Engineer**

Execute all aspects of packaging for Cindy Crawford's personal care brands including new package development, cost savings, and quality improvements. Provide guidance and efficiency improvements in the areas of art routing and specification best practices following recent spinoff from Guthy|Renker.

- Revitalized entire brand portfolio of packaging which also resulted in over 100K pounds of annual plastic savings.
- Achieved \$56K savings in first quarter of tenure through the removal of full body shrink sleeves.
- Implemented improvements in kit designs and haircare pumps which reduced complaints and delighted customers.

BEACHBODY, EL SEGUNDO, CA

July 2016–April 2022

### **Senior Manager, Packaging**

Recruited to make improvements to company's recently introduced Agile PLM specification system and lead packaging cost savings and innovations. Directed cross functional teams which included product development, operations, purchasing, and marketing to deliver high quality new product launches. Supervised and mentored senior engineer.

- Spearheaded conversion to post consumer resins which avoided over 500K pounds of virgin plastics being used annually. Received gold Flexible Packaging Achievement Award for Sustainability.
- Rewrote packaging and finished good specifications in Agile incorporating changes which promoted consistency, reduced errors/redundancies, and cut data entry time by 83%.
- Identified \$573K savings on \$3M spend in first year with company.

READY PAC FOODS, IRVINDALE, CA

July 2015–June 2016

### **Senior Packaging Development Engineer**

Hired to establish company's first Packaging Development department to incorporate process, innovation, and cost savings best practices.

- Realized \$2.8M cost savings by optimizing pallet pattern, rationalizing SKU system, and reducing corrugate needs.
- Built a more robust plant trial process with documentation which was more inclusive of all departments.

*Continued ...*

PHARMAVITE, VALENCIA, CA

April 2012–June 2015

**Packaging Engineering Manager (R&D)**

Recruited to bring new leadership and focus to Packaging Engineering (PE) organization. Defined and managed department's overall direction, facilitated inter-departmental relationships, implemented organizational upgrades (systems, staff, equipment), and restructured engineering workloads. Served as in-house subject matter expert and primary contact for all PE issues. Hired, trained, and mentored staff of six engineers.

- Repositioned PE as an integral business partner by establishing new mission and cultural tone, defining business focus and vision, upgrading staff and capabilities, and cultivating partnerships across all business lines.
- Drove \$735K annual savings within first 6 months of hire by streamlining data management tasks and identifying and removing non-essential engineering tasks.
- Gained buy-in to purchase web-based specification system that generated consistent, high-quality packaging specs.

HENKEL / DIAL, SCOTTSDALE, AZ

December 2008–April 2012

**Package Engineering Fellow | Packaging Manager**

Initially hired to handle package engineering of 4 brands; promoted to oversee packaging for all North American hair care product lines. Redesigned product packaging, directed plant trials and lab testing, resolved quality issues, and revised specifications and BOMs. Led 50+ packaging and launch projects annually. Oversaw 2 packaging engineers.

- Captured \$153K savings in first 60 days with an additional \$385K in first 6 months.
- Created spreadsheet that reduced bill of materials development time from hours to minutes.

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## EARLY CAREER EXPERIENCE

**Senior Packaging Engineer | HERBALIFE INTERNATIONAL, LOS ANGELES, CA**

- Led initiative that identified \$972K in corrugate cost savings. Engineered Aloe line redesign packaging options that ultimately generated another \$192K in annual savings.

**Senior Packaging Engineer | NEUTROGENA / JOHNSON & JOHNSON, LOS ANGELES, CA**

- Optimized process for adding electronic drawings to packaging specifications.
- Eliminated fines by uncovering the source of faulty pallet data and resolving shipping label inaccuracies.

**Senior Packaging Technologist | Packaging Technologist | CONAGRA / HUNT-WESSON, INC., FULLERTON, CA**

- Helped save \$700K annually by managing material selection and qualification for packaging reduction project.

**Packaging Engineer | GENEVA PHARMACEUTICALS, INC., BROOMFIELD, CO**

- Piloted project that improved thermoforming packaging line output 33% and simultaneously decreased material costs \$100K+ annually.

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## EDUCATION

**Master of Business Administration (Financial Management Emphasis)**

PEPPERDINE UNIVERSITY, MALIBU, CA

**Bachelor of Science—Information Technology**

DEVRY INSTITUTE OF TECHNOLOGY, LONG BEACH, CA

*(Graduated Summa Cum Laude)*

**Bachelor of Science—Packaging Science**

ROCHESTER INSTITUTE OF TECHNOLOGY, ROCHESTER, NY

*(Completed internships at Kraft General Foods and HP Neun Corrugated)*