

# PAUL L. WEIBEL

## Regional Sales Manager

**Mason, OH 45040 • Mobile: 513-490-0515 • paulweibel345@gmail.com**

Award-winning Regional Sales Manager with multi-faceted sales experience in various industries including, Insurance, Paperboard and Printing Papers sold through Merchant Distribution as well as Corporate End User, Publishing and Converter Channels.

**Strategic Planning • Talented Leader • Project Management • Revenue Generation • Business Development  
Account Management & Retention • Market Positioning • Relationship Management • Intensely Driven**

## Professional Experience

**RAYONIER ADVANCED MATERIALS, Mason, OH**

**2018 – 2020**

### **Account Manager – Central U.S.**

- Hired to promote and market Kallima Coated Cover Paperboard for a broad range of commercial printing and packaging applications. Packaging grades are the focus for growth.
- Responsible for National Relationship of largest distributor customer Veritiv
- Successfully spearheaded promoting this grade through becoming an Associate Member of the Paperboard Packaging Council

**IGGESUND PAPERBOARD, Mason, OH**

**2015 – 2018**

Iggesund Paperboard is a specialist supplier of high-quality paperboard to targeted market segments with a focus on innovation, efficiency and excellent service.

### **Regional Sales Manager-Midwest**

- Successfully initiated strategic partnership within the Veritiv Supply chain corporate staff, for new business nationwide targeting \$8.5M in increased revenue for the entire company.
- Territory grew from \$240,000 to \$880,000 in sales from 2015 to current.
- Created demand for premium board through a success series of events, including “A Taste of Sweden” presented in Chicago to 100 top design/Print/Paper representatives.
- Took initiative to lead our company to become a designated supplier for the Independent Carton Group (ICG- 19 members across the U.S.). While only 4 accounts were in my region, an important overall win for my company and team members.

**ROBERDS CONVERTING, Loveland, OH**

**2013 – 2015**

Roberds Converting has been in business since 1907 and is a Paperboard roll-to-sheet converter that specializes in first line quality sheets and rolls of premium paperboard grades for litho-lam, commercial print, folding carton, and a variety of other demanding packaging and display applications.

### **Account Manager**

- Assigned a small base of existing accounts and challenged with aggressively growing territory that covers Ohio and Pittsburg, PA.
- In the first 18 months, added 27 new accounts and brought in GTM (greater than company average), in a relatively stable and mature market. Essentially brought in new business that was much more profitable.

- Specifically grew the territory's primary existing account, InnoMark Communications (that had a buyer change,) and resurrected the business, bringing back the volume up 457% over a 12-month period.

**GLOBAL PAPER SOLUTIONS, Mason, OH**

**2012 – 2013**

Division of Asia Pulp & Paper offering high quality paperboard from Ningbo Zhonghua.

**Midwest Sales Representative**

- Responsible for sales through merchant distribution in OH, KY, IN, PA, WV, Southern IL, and direct sales to packaging accounts. Cultivated "Greenfield" territory into a viable territory with a sales target of \$20M.

**MULTIPLE POSITIONS OUTSIDE THE PAPER INDUSTRY**

**2007-2012**

***Powder Keg Harley Davidson - Finance Manager; White Lodging-Homewood Suites-Sales Manager.***

***Liberty Mutual – Sales Representative***

**ABITIBI CONSOLIDATED, Marlborough, MA**

**2005 – 2007**

A \$4.85B global leader in manufacturing Newsprint, Commercial Printing Papers and Wood Products. The company merged with Bowater in 2007 to form AbitibiBowater.

**Regional Sales Manager**

- Managed the sale of VHB (Very High Bright Groundwood/Offset) and other grades through merchant distribution representing \$30.2M in sales.
- Responsible for the national relationship with Unisource (Websource/Graphic Communication/National Accounts/Unisource Merchant), both in the field (MA, CT, NY, NJ, OH, IN, KY, IL, WI, CA, OR and WA) and in their headquarters. Coordinated Abitibi Consolidated's relationship with Millcraft, worked with Gould North America, Ris (OH, IN), xpedx (OH, CA, OR & WA).
- Secured GM Owner's Manual through Millcraft bringing 4000T per year.
- 2006 achieved 100% of mill tonnage and profitability objective.

**WEYERHAEUSER, Marlborough, MA & Chicago, IL**

**2000 – 2005**

**Publishing Account Manager, Marlborough, MA (2004 – 2005)**

- Managed and grew territory worth \$60M in sales (75,000T) for publishing papers in the Northeast.
- Awarded "Highest Percent Growth of Value-Added Products" in 2004 and "Team Award" for tonnage growth in Value Added Products.

**Account Manager, Chicago, IL (2000 - 2004)**

- Successfully grew Midwest territory, representing \$80.4M in sales and 106,000T LWC and UFS. Responsible for selling Fine Paper products through merchant distribution.
- Grew major distribution account, Unisource, 50% in one year from 70,827T to 106,000T.
- Awarded top sales for "Value Added Cougar Opaque" in 2002.

## Education & Professional Associations

**EDUCATION - Bachelor of Science/Forest Industries Management - 1986** – The Ohio State University, Columbus, OH

**PROFESSIONAL AFFILIATIONS-PPC** – Paperboard Packaging Council, **NPTA** – National Paper Trade Association, **AF & PA** – American Forest and Paper Association, **AIGA** – American Institute of Graphic Arts, and **PIANKO**.

**"Build it for Bubz"** - Spearheaded a fundraising campaign for a local child with cancer – **Stage 4 High Risk Neuroblastoma**. Funds raised were donated to a special playground in honor of Walter "Superbubz" Herbert.