

**Ashley Faccenda**  
**Associate Marketing Manager of Kruger Products Inc.**

**Biography**

Ashley is the associate marketing manager of Kruger Products Inc., Canada's leading manufacturer of quality tissue products for household, industrial, and commercial use. Ashley joined Kruger Products Inc. as a trade marketing coordinator in 2017, shortly after graduating from university. Her experience as a trade marketer provided Ashley with a strong business acumen and insight into sales, giving her a direct line of sight to the impact marketing has on the shopper experience as well as the importance of cross-functional collaboration when working with key customers.

Ashley quickly advanced within the company where she served as assistant marketing manager and now serves as associate marketing manager, working exclusively on the leading tissue brands in Canada – Cashmere and Purex.

Ashley is a dedicated team player, loves tackling new challenges and consistently stays on top of the latest marketing trends, so she can continually expand her marketing knowledge. Ashley uses her creativity to recommend innovative ideas that breakthrough the traditional marketing landscape and is dedicated to delivering results from a fully developed strategic plan.

**Professional Accomplishments**

Ashley Faccenda's drive to make an impact and position herself as an influential leader amongst her colleagues and industry peers, Ashley has led the following projects:

- Launch of Cashmere and Purex Ultraluxe, Kruger Products' premium bath tissue sub-brand
- As Ashley's career has progressed, she has had oversight on the entire business planning cycle that includes regular business reviews encompassing results and insights
- Ashley manages the Cashmere sponsorship with the National Bank Open ensuring strong awareness and consumer engagement through advertising and on-site activation. In 2022, Ashley coordinated the first of its kind panel discussion for Women's Day at Tennis Canada's National Bank Open
- Vote Couture for the Cure consumer promotion since 2020 – including developing campaign extensions through social media, limited-edition packaging and media integrations with Cashmere Collection
- Ashley played a key role in establishing a new sales path to consumers at the height of the pandemic

**Additional Details**

When it comes to sharing her passion for marketing, Ashley is eager to make a difference on students' lives who are in their formative years as they consider establishing their own marketing career. She has participated in the Seneca College Student Program where she provided an overview of the opportunities and challenges, positioning, and strategies for brands and created a student case assignment to help educate the students.

Ashley is also responsible for Kruger's Crohn's and Colitis Canada partnership. During the pandemic, Ashley who found a way to engage employees through a gamification campaign that translated the real life, Cones for Crohn's initiative into a fun and interactive platform online encouraging people to participate and donate to the cause.