



who has amazing women?

—  
we do.

business impact awards

March 2022

 ashland.com / efficacy usability allure integrity profitability™



 Ashland™  
always solving



# Alejandra Diaz Hinojosa

—  
production technician, Ireland

Alejandra's increase to the productivity of operations allowed for record growth in terms of volume of material produced and supplied. In particular, her contributions resulted in a record number of greater than 400 individual customized samples being supplied to customers in FY21.



**solver badges**

hard-worker, committed, dynamic



## Alyssa Vang

—  
quality assurance coordinator, Utah

Alyssa trained quality control (QC) inspectors, as well as maintained all of the paperwork necessary for the smooth flow of materials and products, which keeps production running and providing quality finished product to our customers. One of our largest nutraceuticals customers indicated how grateful they are for Alyssa's responsiveness to their requests.



**solver badges**

creative, enthusiastic, energetic



# Archana Radharapu

—  
senior scientist, India

Archana initiated and mastered GPC analysis and resolved several customer queries regarding molecular weight distribution analysis to Asia customers.

Under her responsibility for beverage analysis to Asian customers, in 2020-2021 she managed over 200 samples from breweries and pharma companies throughout Asia and supported over 26 TSS/TSR's worth more than \$7million USD.



**solver badges**

caring, perceptive, passionate



## Breanna Murer

—  
quality specialist, OH

Breanna has created and maintained an internal Quality audit program where every department is audited twice a year. Because of her initiative, the Columbus Atlas Street Plant has been able to minimize customer audit findings as well as maintain our ISO 9001:2015 certification. Breanna's efforts and dedication has provided much needed support to our Life Science business, enabling the Columbus Atlas Street Plant to continue to make and sell regulated pharmaceutical products.



**solver badges**

cheerful, diligent, enthusiastic





# Cheer Ren

—  
scientist, China

Cheer conducted several applications studies (TSR) to support business, strengthen technical capabilities, and build a high-tech level reputation in the pharma industry. She had one article published in 2021 (one of the first teams publishing the study in China), and another article will be published soon. Cheer did many TSS projects to support business with potential of \$1.5+ MM. Within the past 2 years, she had 50+ customer visits, 50+ technical presentations and an in-house seminar, city seminar or webinar, and she has earned high praises from customers. In addition, Cheer translated 2 videos of technical presentations, helped to subtitle them in Chinese; translated 10+ technical articles, and helped to create a pharma technical handbook. She is also active in internal training, to make presentations in the training for China's team and the Asia pharma tech team, and shares her learnings and knowledge with others.



**solver badge**

I see the glass half full





## Mousumi Ghosh

—  
staff scientist, Bridgewater

Mousumi's leadership and driven timelines for project renew Antaron™ expiatory to product launch in less than 2 years, with Projected YR5 revenue of several million dollars. She used an intermediate product to make another product for oral care, creating NPIRs helping Freetown in scaling up and adding efficiency. She was able to take 1 product in two directions. These 2 projects included sustainable, no catalyst or solvent, NO WASTE, nature-derived, 85% natural origin by ISO 16128 sustainable, readily biodegradable, non-microplastic, Vegan properties



**solver badges**

intense learner, confident,  
passionate





## Fangbin Zhou

—  
natural polymer der. proc. engineer,  
Wilmington

Fangbin has been driving a large number of R&D projects for personal care. Through this effort 2 NPIs have been commercialized. She is also leading successfully the greener polysaccharide chemistry platform which allowed to move multiple platform derivative projects into INNOVA : non EO PQ10, non EO rheology based on new chemistry and processes. She has been leading platform projects and INNOVA project and support 3 other projects. The projects she involved in have a revenue contribution of \$15MM for the launched products and > \$20MM for the platform der projects.



**solver badges**

family oriented, dedicated,  
cheerful







# Ivonne Mendoza

—  
scientist, Mexico

Ivonne has been presenting great dedication efforts to support regional business increase. Even with all outside challenges, she had supported to increase (~40%) business with an important customer, creating an improvement of customer intimacy, generating innovative prototypes to support customers etc.



**solver badges**

approachable, composed, perseveres



## Laura Nicklin

—  
financial planning and analysis analyst,  
Hopewell

Laura has recently taken over for two roles, as site finance and in site training and has completely transformed the way those programs are maintained and increased both engagement and visibility to the site - and created systems for which there previously were none, all while maintaining continuous improvements from her prior role (Environmental Engg) and continuing to assist EHS in Responsible Care programs. Examples of new initiatives: monthly capital/spend updates, regular review of cost forecasting, site and department budgets, electronic training system, new hire orientation checklist, new-hire on-boarding, training matrices, and training review and expectations.



**solver badges**

dedicated, hardworking,  
team player





# Linda Heider

—  
marketing analyst, France

In addition to her responsibilities for the Biofunctionals team, Linda took on the majority of the global marketing communications role to support the Personal Care business. Many of the additional tasks she managed were new to her, such as planning and facilitating over a dozen U.S. and EMEA trade shows, which involved coordinating all the various constituents in the business, working with the trade show organizers and booth builders, and all of the millions of details that go into making a single trade show a success. She also led the coordination of webinars, videos, media buys, planned social media posts, new product launches, press releases, managed the communications budget and so much more.



**solver badges**

dedicated, hardworking,  
team player





# Jessica Schiro

—  
pmo & services manager, Pennsylvania

Jessica was able to build on the foundation established last year and brought a strong project management methodology to all HR projects within her scope. To name a few, she played a key role in vendor evaluation and implementation of a new HR Case Management System, helped build the HR Governance model, and was a key contributor in the US payroll transition to ADP. However, in addition to managing an already overflowing pipeline of project work, Jessica took on the heavy load of the Return to Office initiative. Jessica managed it beautifully in leading core team activities. Jessica is now leading the effort for the remaining regions in Ashland - this initiative spotlights Jessica's strong skill-set and her ability to lead a diverse team with many requirements while delivering high quality results on an extremely important initiative for the company.



**solver badges**

dedicated, hardworking,  
team player





## Maxine Weber

—  
technical service representative,  
Wilmington

Maxine Weber's contribution on setting up the Nutraceutical Virtual Platform resulted in significantly improved customer engagement and experience. Better documentation access to new product launches SFDC Campaigns and improved ways to track opportunities related to new product launches. This helped Manufacturing in inventory management and R&D in identifying spaces for further development via line extensions etc. For a very large tradeshow (Supply Side West) she had excellent planning and execution and the booth and samples were very well received internally and by our customer. In concert with marketing communications, the well-designed booth and innovation zones attracted and engaged several customers.



**solver badges**

dedicated, hardworking,  
team player





## Patsy Mallory

—  
logistics services, Kentucky

Patsy has worked above and beyond on the Plymouth Divestiture. She has volunteered to aid other users to help build Arkema's IT infrastructure. Patsy's work was integral in making sure Arkema could have a working environment for key applications.



**solver badges**

approachable, composed, perseveres



## Purvita Shah

—  
staff scientist - Bridgewater

Purvita's dedication to solving our customer's challenges achieve results for the home care business. In 2021, the team won new sales from a large client, in a cleaning wipe application. As this is a new application for an existing product, Purvita helped support the customer development with product information. The result is \$800K in new sales revenue through U.S.-based contract manufacturers and the opportunity is expected to grow. The customer continues to work on new formulations and when they ran into an issue with streaking. She came up with a solution using another Ashland product. The customer is delighted and moving to launch. Recently, the home care team launched a series of waterless formulations. With the trend to more sustainable cleaning, our customers are interested in new formats. Purvita delivered by developing concepts and prototype formulations that were introduced to customer during a webinar.



**solver badges**

approachable, composed,  
perseveres





## Roberta Barros Araújo

—  
product specialist – Sao Paulo

Roberta is a pro-active professional, she helps the team with information, documentation and technical support. With her work and support, Ashland won a lucrative project with a Brazilian company, and she was focused on bringing good formulation and support for the customer, approved NPI's and actives from Vincience.



solver badges

approachable, composed, perseveres





# Sharmila Srivastava

—  
sales account manager, India

Sharmila made use of the shortage situation in MC to push high end products and gain very profitable sustainable business at tile cement producers. Her trade up activities moved the average MC profitability from 1-2 % to 30-35 %. Another example- Ashland saw an immediate new win once Sharmila took over with an annual approx. GP%=66.



solver badges

intense learner, confident, passionate





# Valarmathy Vengada-Dieudonne

—  
staff scientist, Kidderminster

Valarmathy developed Pliogrip 3540 technology from scratch - a new to the world MDI-free Polyurethane adhesive system, which is starting to kick-in now as restrictions on using polyurethanes become more stringent in many regions globally. This technology is now cross transferred to the US American business, it is sold in Japan, and we have increasing sales numbers through our distribution channels in Europe. It is used on parts of Lamborghini, Porsche and Mercedes. Valarmathy was also lead chemist and preparing the ground for the novel MDI-free Pliogrip 3242 PC system (to be commercially launched in 2022) and took over the responsibility for the Pliogrip 9100 products after the chemist in charge left in January 2021. She is also described as being one of our master minds in the lab, but never putting herself, but the whole team in the spotlight.



**solver badges**

intense learner, confident,  
passionate





Ashland<sup>TM</sup>  
always solving