CLEAN CHEMISTRY

**OPPORTUNITY** MARKETING PIECE

# *VP OF SALES - PULP & PAPER*

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**ERIC KRAUSE**, President
850.564.2853 | eric@ropella.com


# ABOUT
# CLEAN CHEMISTRY

Founded in 2012, and headquartered in Boulder, Colorado, Clean Chemistry discovered safe, effective production and use of Reactive Oxygen Species (ROS) for water treatment and industrial applications.

Using proprietary, patented approaches, this new family of chemistries represents a significant disruption to the current inefficiencies in the production, distribution and performance of oxidation and disinfection chemistry. Clean Chemistry is expanding into the Pulp & Paper industry in North America and other regions where high performing, safe oxidation is a major factor in the mill.

## CORE VALUES

**Innovation • Simplicity • Quality • Passion**

## MISSION

**Execute at the highest level.**

## VISION

**Revolutionize water management through advanced chemical process solutions.**

**BOULDER, CO & MIDLAND, TX**
HEADQUARTERS

**NICK GARDINER**
PRESIDENT

**WAYNE BUSCHMANN**
CTO & FOUNDER

**35+** EMPLOYEES

**2012** ESTABLISHED

# **PULP & PAPER** INDUSTRY

The pulp and paper industry is one of the world's largest consumers of industrial oxidants used for delignification, bleaching, brightening and other applications. However, there are a very limited number of practical options to modify existing mill designs or increase capacity without high capital investment. The industry is facing increased consumer pressure for environmentally friendly and more sustainable paper and fiber products, which is motivating changes in how products are manufactured. At the same time, the industry is challenged by competitive pricing pressures that demand cost reductions for the industry to survive and prosper.

# PEROXYMAX

Clean Chemistry offers a new and patented product, PeroxyMAX, which is an environmentally friendly, advanced oxidation chemistry in a liquid formulation that can help meet efficiency and production goals in pulp and paper production.

This innovative product shows unique capabilities for bleaching, brightening, delignification and microbial control while the technology platform delivers performance with low capital cost, low operating cost, and inherent safety.

**TOGETHER, THESE FEATURES PROVIDE VALUE TO OUR CUSTOMERS THROUGH:**

- Cost saving optimization
- More consistent, improved fiber quality
- Debottleneck bleaching capacity, eliminate overbleaching
- Additional energy recovery, water use efficiency, and effluent reduction
- Support safety and sustainability goals

PeroxyMAX creates value by leveraging its intrinsic properties, which distinguish it from other oxidants in widespread use. Particularly exciting is the flexibility that this chemistry can bring to a mill. It is safely generated on-demand, near the point of application, and fed into plant locations where other oxidants cannot be used due to safety, corrosion, or chemical compatibility limitations. This flexibility provides mill management with new options for optimizing the chemistry in their operations.

**INTRINSIC PROPERTIES OF PEROXYMAX:**

- Inherently safer liquid formulation, non-fuming, low odor
- Produced on-site, no storage requirement
- Selective oxidation, e.g., attacks lignin, not cellulose
- Fast-acting and non-persistent, very low AOX formation potential
- Less corrosive than most other oxidants; compatible with existing mill materials, paper machines, recovery boilers
- Compatible and safe to use with other oxidants, acid, alkali, and biocides
- Effective over a wide range of process conditions, e.g., pH and temperature

Equally important is the ability to deploy PeroxyMAX with virtually no capital expenditure required while avoiding storage and containment of the active oxidant. The low capital cost, low operating cost, safety and intrinsic properties of the chemistry make this oxidant a practical drop-in replacement, complement, or addition in existing mills.

# CULTURE **AT CLEAN CHEMISTRY**

Clean Chemistry is an innovation leader providing advanced water treatment chemistry, technology and service programs for a variety of industries. Clean Chemistry provides value to its customers by improving safety and health, performance, reliability, transparency, compliance and environmental stewardship resulting in reduced operating costs, capital expenditures and risk. These efforts are led by our interdisciplinary team with extensive experience and a passion for success. Throughout the organization we champion core values of safety, innovation, quality and leadership.



**NICK** GARDINER
*President*

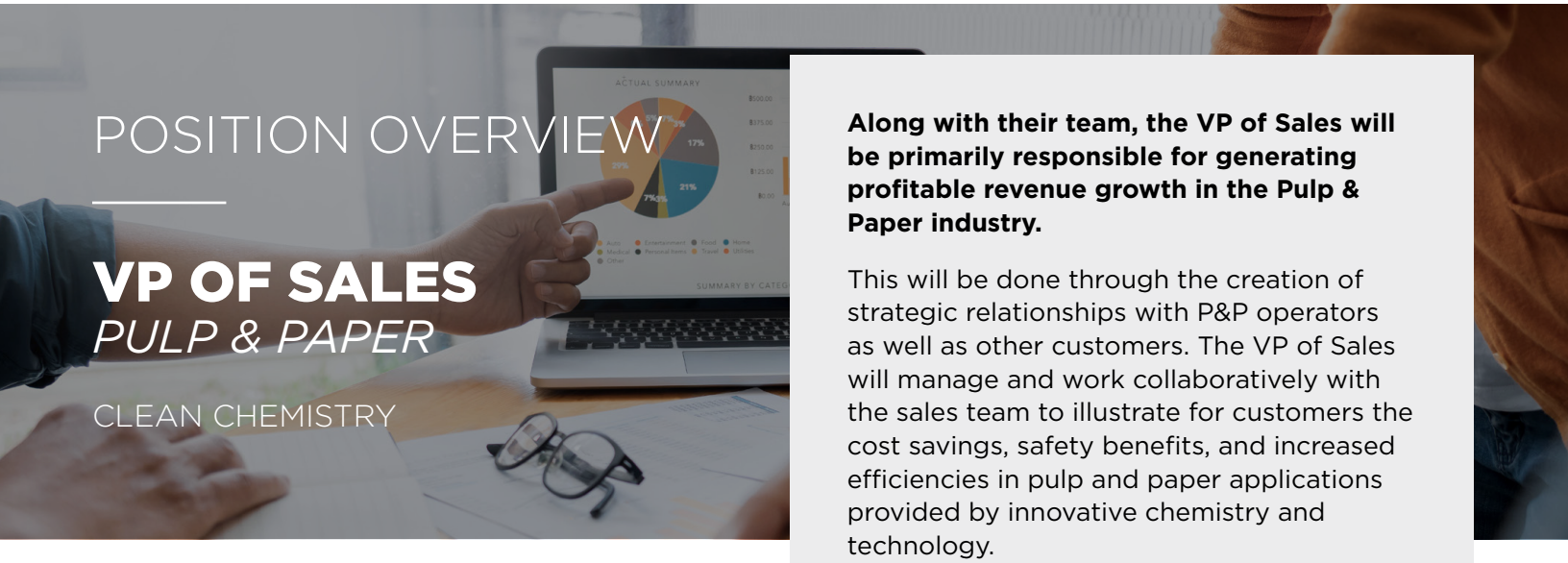
Nick was born and raised in southwest Louisiana and attended Louisiana State University. He received a BS in Petroleum Engineering and soon after began a career at Halliburton in New Orleans, LA. He worked for Haliburton in progressive roles over the next 31 years, living in Houston,TX, Midland, TX and Dubai, UAE, and primarily working in the completions side of the upstream Oil & Gas business. Nick joined Marathon Oil in Houston in 2016, and worked as a completions engineer and technical innovation manager until leaving in August, 2019 to join Clean Chemistry. While at Marathon Oil, he attended Texas A&M University and earned an MBA degree.

**WAYNE** BUSCHMANN
*Chief Technology Officer*

Dr. Wayne Buschmann is the CTO and a founder of Clean Chemistry. Wayne is originally from Massachusetts, received a B.S. in chemistry from the U. of NH, Ph.D. in chemistry from the U. of UT, and held a post-doctoral position at Los Alamos National Lab in NM. During his education he competed in track and cross country, worked as a researcher for the US Army Materials Technology Lab and UNH chemistry and forestry departments, worked as a journeyman machinist and also for the Appalachian Mountain Club. After Los Alamos, he joined a contract R&D company in Colorado where he raised funds and grew a water technology program for several years. Wayne then made the leap into creating an independent start-up to invent the core technologies that were foundational to forming Clean Chemistry in 2012. To date, he has co-authored 20 peer-reviewed technical publications, has over 20 issued patents, and is a current member of the American Chemical Society and TAPPI.

**CARL** EVENSON
*VP Technology Development*

Carl Evenson joined Clean Chemistry in 2017. As VP of Technology Development Carl has focused on improving the engineering and efficiency of Clean Chemistry's core technology. Prior to Clean Chemistry he spent 20 years in R&D, innovation, and process scale-up. At several clean energy start-up companies he was involved in technologies ranging from batteries to CO2 capture and biofuels. Throughout his career Carl has also had responsibilities in personnel development, operations and R&D management. Carl has a B.A. in Chemistry from Gustavus Adolphus College and a Ph.D. in Chemistry from Colorado State University.



# POSITION OVERVIEW

## VP OF SALES
*PULP & PAPER*

CLEAN CHEMISTRY

**Along with their team, the VP of Sales will be primarily responsible for generating profitable revenue growth in the Pulp & Paper industry.**

This will be done through the creation of strategic relationships with P&P operators as well as other customers. The VP of Sales will manage and work collaboratively with the sales team to illustrate for customers the cost savings, safety benefits, and increased efficiencies in pulp and paper applications provided by innovative chemistry and technology.

### RESPONSIBILITIES

- Develop subject matter expertise on Clean Chemistry's technology with the ability to intelligently and accurately address technical questions and concerns with prospective and active customers and decision makers
- Using professional contacts, established client relationships and research:
  - Identify technical decision maker
  - Call on assigned and unassigned accounts with assigned Technical Sales Advisor to effectively promote and sell services while achieving maximum profitability and market penetration/share
  - Create value via personal relationships
- Manage (directly and indirectly) and work closely with a cross-functional team to manage the creation of proposals for prospective and active customers
- Direct Technical Sales Advisors to create customer buy-in to innovative chemistry through technical presentations with key decision makers. Develop and tailor presentations to match potential client requirements
- Take the lead role in the business planning process for Pulp & Paper division. Set revenue and margin goals in conjunction with Company leadership
- Manage the Pulp & Paper sales staff
- Generate division revenue and margins to meet or exceed quarterly and annual expectations
- Represent Clean Chemistry as the premier new technology provider in the Pulp & Paper industry

### REQUIREMENTS

- 5+ years of sales experience with a track record of successfully meeting goals, targets or quotas
- Proven ability to drive sales growth through new customer acquisition
- Basic knowledge of chemistry concepts, especially in a pulp mill setting
- Technical and sales background to include pulp mill chemistries, specifically oxidizing chemistries, experience in water treatment
- Ability to articulate conceptual solutions to Vice Presidents, Directors, and Plant Managers
- Qualified existing contacts and long term relationships in the highly technical P&P chemicals sector
- Sales management experience with a track record of team building is preferred
- Ability to work independently with little daily supervision
- Ability to travel within North America (primary), Europe and South America
- A bachelor's degree in a related field is highly preferred