

# Automotive Coatings

## Our Involvement

We have served and developed relationships with leading companies in the industry, including:

- AkzoNobel
- Axalta
- PPG
- Dow
- BASF
- Valspar

We participate in industry Associations and Trade Shows, including:

- Specialty Chemicals
- American Coatings Association
- CoatingsTech Conference
- American Coatings Show



Look for our articles in Coatings World

## > Ropella Industry Expertise

In the early days of the automotive industry, it could take as long as a month and a half to properly coat a new car. As Henry Ford said at that time, customers could “have a car painted any color... so long as it is black.” Technological advances have brought the automotive coating industry far since then, with applications taking hours instead of days, paint that lasts a decade, and options in every color under the sun, including ‘chameleon’ paints that change color depending on the lighting angle.

Ropella 360’s mission is to build lasting relationships between high-potential a-player talent, backable executives, board members, SMEs and transformational leaders. Our primary goal; providing ROI value towards growing the great companies we invest our time, talent and treasure into.

Building teams worldwide, in all functional areas and at all levels, with the best possible talent is one of the highest priorities for transformational leaders – because we all know – **the team with the best talent wins**. Especially so, in fast growing organizations.

## > Our Solutions

With over 35 years as a global search leader, delivering the most advanced search execution capabilities, Ropella 360 has proven many times over, to be extremely well-versed at solving the most challenging “needle in a haystack” searches. While at the same time managing talent selection and development as a primary asset for ROI.



**SMART**<sup>SM</sup>  
Search System  
Recruit smarter. Not harder.

As a bestselling author of *The Right Hire* and a highly experienced practitioner, Patrick Ropella developed the SMART Search System<sup>SM</sup>, regarded as one of the most well respected, Talent Centric Executive Search Solutions available.



**Ropella360**

A catalyst for connection

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