



Corporate Rebrand – Sealed Air to SEE

Dec 2022 - May 2023

(LinkedIn Project Summary)

I was thrilled to lead our global brand teams on a pivotal corporate transformation at Sealed Air Corporation. We Recognized that our existing name no longer aligned with our future aspirations and corporate strategy, so our global brand teams executed a strategic overhaul. Through quantitative and qualitative research, we applied branding principles and realigned our brand story, name, look, and feel, officially transitioning to SEE®.

This bold initiative involved cross-functional collaboration and garnered overwhelming support from our customers, employees, management, board of directors, and investors. We successfully redefined our corporate brand identity, positioning SEE as a market-driven, customer-centric solutions company poised to deliver substantial value to businesses all underpinned by sustainable solutions.

Remarkably, the launch, from concept to execution, took a mere three months, staying on schedule and under budget. The impact was immediate, with the announcement generating the single largest day for website visits, experiencing a remarkable surge of over 200%. Additionally, our rebrand content claimed top positions across major social media channels – Facebook, X (formerly Twitter), and LinkedIn, underscoring the resonance and positive reception of our corporate reinvention.

In successfully navigating a multifaceted global project, we utilized an array of communication, collaboration, and project management tools to foster efficiency and team connectivity. Among the tools employed were Microsoft Teams, Power BI, Sharepoint, Smartsheet, and Wrike, highlighting our commitment to a streamlined and interconnected project management approach.

We gained consensus on Key Performance Indicators, integrating metrics of brand equity to gauge our success. We also focused on tracking the expansion of customer pipelines. This aligned effort underscores our dedication to precise performance evaluation and strategic growth in key operational areas. I was thrilled to lead our global brand teams on a pivotal corporate transformation at Sealed Air Corporation. We Recognized that our existing name no longer aligned with our future aspirations and corporate strategy, so our global brand teams executed a strategic overhaul. Through quantitative and qualitative research, we applied branding principles and realigned our brand story, name, look, and feel, officially transitioning to SEE®. This bold initiative involved cross-functional collaboration and garnered overwhelming support from our customers, employees, management, board of directors, and investors. We successfully redefined our corporate brand identity, positioning SEE as a market-driven, customer-centric solutions company poised to deliver substantial value to businesses all underpinned by

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Corporate Rebrand – Sealed Air is now SEE

