
Talent Acquisition Requires Staying on Top of Innovations

Melissa Poole: Strategic Accounts Director; Practice Area Director, Packaging and Plastics

I've recruited in a number of different industries from chemical to industrial and aerospace to pharmaceutical. However, no other industry I've spent time in over the years has new product introductions as quickly as packaging nor have I seen an industry as innovative as packaging.

Over the last year, I've seen the use of herbs to create edible rings for six packs of beer to egg shells being used for packaging. I just read an [article](#) in my latest Packaging World about Steuben Foods' new 32 oz packaging for alternative milk products. The packaging, a combination of paperboard and polymers, are able to maintain, "nutrients and vitamins in the aseptically filled beverages are retained for a long time, with no preservatives". There is also an inner polymer layer that increases shelf life to 6 months with no refrigeration.

Being a talent acquisition supplier to a number of plastics and packaging companies in the US, it's exciting to work in an industry that is constantly improving and changing. An industry that is continuously innovating and improving means that you must constantly upgrade talent, looking for Willy Wonka's, "We are the music makers, and we are the dreamers of dreams".

Paper Packaging: Bags to Cartons

Alisha Pandya: Executive Recruiter, Specializing in Paper Packaging

As a recruiter for paper packaging, it is crucial for me to know the hottest trends and new ideas that are going on in the industry. After reading a recent [article](#) from Packaging Digest, I found that Modern Table Meals have changed their pasta packaging bags to cartons. By doing that, it increases the shelf life of the pasta so that the customers can hold on to the product longer. This will be more convenient and practical for consumers in the long run especially those who like to stock up on pasta. Also, the article stated that the change from bags to cartons lowered the cost which is always a plus!



Meet the Team



Practice Area Director, Packaging & Plastics— Melissa Poole

Melissa Poole is the Practice Director and leads the recruiting team at PinPoint Solutions in the Packaging and Plastics practice area as well as the recruiting in plastics and plastic packaging to include equipment clients in the manufacture of machinery in this industry. Melissa has a BSBA from Mount Olive College and a MBA specializing in Human Resources from Liberty University. She has over 10 years of recruiting industry experience and spent much of 2016 building out the Packaging and Plastics practice area at PinPoint Solutions.

Specialties include: Plastics and Resins, Adhesives and Tapes, Flexibles, Rigid and Polymers for both packaging and other applications.

You can reach Melissa at Melissa@pin-pointsolutions.com or via phone, 919-643-2023 to discuss talent needs you may have in the above mentioned specialties.



Executive Recruiter, Paper Packaging— Alisha Pandya

Alisha Pandya is an executive recruiter in the Packaging practice with a focus on paper, paper packaging and pulp including the equipment companies supporting this industry. Although newer to the recruiting world, she enjoys working with people and networking to gain more knowledge about the industry. She has been instrumental in recruiting key positions with our packaging clients and building her own client base to grow the packaging practice at PinPoint Solutions. Alisha graduated from the University of South Carolina with a B.A. in Experimental Psychology in May 2015.

Specialties include: Paper, Pulp, Carton, Board and Bags, Case Erecting, Cushioning and Rolls, Decorative/Gift Wrap in the Packaging used in multiple applications and industries.

Alisha can be reached at Alisha@pin-pointsolutions.com or via phone, 864.312.6234 for all of your talent needs in paper packaging and all associated machinery and applications.



PinPoint Solutions

Current Searches



- Sr. Cost Accountant – Midwest
- Purchasing Manager– West Coast
- Engineering Manager– Southeast

PinPoint Solutions

Recently Filled Searches



- Sales Representatives (3)– United States
- Production Supervisor– Midwest
- Plant Manager– Midwest
- Manufacturing Engineer– Midwest
- SVP Operations– North Carolina
- Chief Financial Officer– Pennsylvania