



Appointment!
Fawn Alleyne
Director of
Marketing

FOR IMMEDIATE RELEASE

Fawn Alleyne Appointed Director of Marketing at IMPACK

February 20, 2025 | Saint Jacques, Quebec, Canada

IMPACK is happy to announce the promotion of Fawn Alleyne to the position of Director of Marketing. With over 25 years of experience in brand strategy and marketing, Fawn brings a wealth of expertise to lead IMPACK's marketing initiatives.

Fawn joined IMPACK in 2023 as a Content Producer and was quickly promoted to Marketing Manager after demonstrating her ability to connect vision with execution. Her results-driven strategies immediately elevated the company's market presence, helping forge stronger relationships with clients and stakeholders.

Her professional background is rooted in her passion for storytelling and connecting brands with their audiences. With hands-on experience in content production, she has a knack for building lean agile marketing teams that consistently deliver impactful content. Before joining IMPACK, Fawn developed marketing materials and strategies for industries ranging from automotive to finance. She also was instrumental in the development of a video news website for a niche community. She will leverage this experience in developing a comprehensive online knowledge center bringing the expertise of the IMPACK team to the packaging industry.

2025 Goals and Team Expansion

To support IMPACK's ambitious 2025 goals, the company has expanded its marketing department, assembling a team with over 50 years of combined experience in marketing. This team is committed to providing clients with the information they need in a straightforward and actionable way, while ensuring IMPACK remains at the forefront of innovation in the packaging industry.

"Fawn's leadership brings our marketing strategy to the next stage of its evolution," said Mathieu Tremblay, Managing Director of IMPACK. "Her talent for turning complex product insights into clear, relatable messaging and her knack for building high-performing teams set us up for a transformative and client-focused 2025."

Fawn added, "What excites me most about 2025 is the opportunity to build on the momentum we've created. We're committed to making it easier for clients to see how our solutions fit into their operations—through practical tools, transparent communication, and a clear focus on delivering valuable information. This year, collaboration between marketing and sales will be key to creating resources that not only inform but also inspire confidence in IMPACK's solutions."

IMPACK's goals for 2025 include enhancing customer engagement through innovative marketing strategies, expanding the company's footprint in global markets, and strengthening its reputation as a leader in packaging solutions.

About IMPACK

IMPACK specializes in designing and manufacturing automation solutions for the folding carton and corrugated box industries. For over 20 years, the company has addressed workflow bottlenecks with innovative products, including pre-feeders, packers, and counting modules.

Rooted in values of cooperation, collaboration, and partnership, IMPACK helps packaging producers optimize operations and meet industry challenges such as labor shortages and rising costs.

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BOX:

Cooperation

Collaboration

Partnership

Image: Fawn Alleyne



Image: Mathieu Tremblay

