
SEKISUI Polymer Innovations hires new VP Marketing

By **Rick Lundstrom** on August, 29 2019 | People



[SEKISUI SPI](#), manufacturer of KYDEX® thermoplastics has hired Bernie Allen as Vice President of Marketing.

Allen will help customers with emerging markets such as automation and robotics by connecting industry game changers and SEKISUI SPI's innovation centers.

"I am excited to have Bernie open up our cabinets full of educational and communication materials to our customers in a more effective way by connecting our customers and industries to our vast array of design, technical, and innovation materials," said Ronn Cort, President and COO of SEKISUI SPI in today's announcement.

His experience spans 20 years in product marketing, trade advertising, and consumer-focused campaigns. "Over the past two decades, I have helped multiple manufacturers connect with their customers and identify ways to create meaningful partnerships. A big part of my focus at SPI will be learning what our customers need and developing resources and marketing services to exceed customer expectations," said Allen.

Formally educated in Mass Communications and Media Technologies at King's College, Allen has held management positions in International Marketing, Internet Marketing, Media Marketing, and has served as Director of Marketing. His accomplishments include establishing marketing strategies for new international subsidiaries, evolving North-American marketing for his product categories into industry leaders, dramatically expanding and refining tradeshow presence, and creating a social media footprint for his brands that became industry benchmarks.

"I am excited to be joining the SPI family. Over the last few weeks I have gotten the chance to meet the leadership team and tour the North and South Campuses. The energy here is contagious. I am very much looking forward to working with this great group of people and meeting the rest of the team," added Allen.