

SIMONA AMERICA Group Welcomes Deena Vannicelli as Sales Operations Manager

SIMONA AMERICA Group is pleased to announce the hiring of Deena Vannicelli as Sales Operations Manager. Deena brings more than 25 years of experience in the plastics industry, having begun her career in 1999. She joined CartierWilson in 2014 as a Sales & Marketing Associate after building a strong foundation in plastics distribution through roles in inside sales, accounting, and warehouse operations.

Over the past decade, Deena has expanded her responsibilities beyond sales and marketing. She successfully led the implementation and administration of Salesforce CRM, developed sales reporting and analytics, managed commission reporting, supported marketing initiatives, coordinated national sales meetings and customer events, and became a trusted resource for sales operations and process improvement initiatives. She also contributed to the U.S. C4C team and supported several SIMONA-specific projects, further strengthening collaboration across the organization.

“I am thrilled to welcome Deena Vannicelli to the SIMONA AMERICA Group team as our Sales Operations Manager. Having worked alongside her for many years, I have seen firsthand her commitment to customers, collaborative leadership style, and ability to bring people together to achieve common goals. I am excited to continue working with her in this new capacity and am confident that her analytical expertise, customer-focused approach, and dedication to supporting our teams will make a significant impact as we continue to grow and strengthen our organization.”

– Alicia Spence, Vice President of Sales and Distribution Strategy, SIMONA AMERICA Group



Deena Vannicelli

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As Sales Operations Manager, Deena will provide strategic support to the sales leadership team, oversee the development and management of sales tools, and collaborate across departments to help drive operational excellence and support key business initiatives.

Congratulations, Deena! We're excited to see the impact you'll make as part of SIMONA AMERICA Group.