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FOR IMMEDIATE RELEASE:

Jenna Blankenship joins The ChemQuest Group as Director of Marketing

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June 22, 2022, Cincinnati, OH — The ChemQuest Group — a global consulting firm focused on tailored technology acceleration, market intelligence and business strategy for the specialty chemicals and materials industry — has appointed Jenna Blankenship as Director of Marketing.

Blankenship has over a decade of experience in marketing and communications for the specialty materials industry. She joins The ChemQuest Group from Emerald Kalama Chemical LLC, a company of the LANXESS group, where she served as Communications Lead.

In recent years, Blankenship's focus has been the development of market communications to support the adoption of safer, more sustainable, higher performing chemistries and formulations for consumer products, such as cosmetics, cleaners, fragrance, paints and adhesives. She has also contributed communications expertise to industry associations working to shape the future of these markets and educate end consumers and stakeholders, such as the Household and Commercial Products Association and the Fragrance Creators Association.

In her new role as Director of Marketing, Blankenship will develop and execute The ChemQuest Group's overall marketing communication strategy, in conjunction with the executive team, to support business strategy. This includes activities related to content development, branding, events, media relations and digital marketing. She will also support the development of market intelligence and digital assets, such as the new ChemQuest website and TraQr™ interactive dashboard and forecasting tool.



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Blankenship holds a Bachelor of Arts, Magna Cum Laude, in English from the College of Wooster in Wooster, Ohio. She also received a B2B Mastery Certificate for completing the B2B Marketing Mastery Track from the Institute for the Study of Business and Markets in Cranberry Township, Pa. She is a member of the Phi Beta Kappa and Sigma Tau Delta academic honor societies.

Blankenship is currently based in Cleveland, Ohio.

“ChemQuest has become the most trusted thought leader in the materials industry, with a deep bench and extensive market expertise. I am thrilled to join a team that is laser-focused on its mission: using tailored, robust insights to galvanize stronger business decisions and strategic offerings. This mission resonates strongly with me due to its high value and essentiality in the current market environment; manufacturers are focused on staying ahead of shifting trends and regulations, enhancing resilience and sustainability, shoring up operational and supply chain inefficiencies, identifying and executing on M&A opportunities and plugging EBITDA leaks,” Blankenship said.

“Jenna joins our organization during an instrumental period of growth. We are continuously reaching new milestones when it comes to boosting our capabilities. For example, we are currently expanding our already extensive toolkit to include new resources for digital offerings and operational sustainability. We are also growing our team of experts, and Jenna’s experience in marketing communications strategy will enable us to better engage our stakeholders, demonstrate our industry expertise and focus our efforts for reaching emerging markets,” stated Dan Murad, ChemQuest CEO.

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About the ChemQuest Group, Inc.

The ChemQuest Group Inc., is widely recognized among raw material suppliers, formulators, and financial investors for its value creation. ChemQuest’s four service pillars include Business Strategy & Transformation; Mergers, Acquisitions & Divestitures; Manufacturing Excellence; as well as Technology & Application Development through the ChemQuest Technology Institute and ChemQuest Powder Coating Research. ChemQuest services extend across 11 formulated product categories and over 13 end-use markets within the specialty chemicals value chain. Our team includes former senior managers from major manufacturers, business owners, and senior technical managers including Ph.D. chemists, with a minimum of 25 years of experience in specialty chemicals. For more information, visit www.chemquest.com.

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