

ROMAN HOHOL

Director, Marketing Practice

AMEC – Forest Industry Consulting

Roman Hohol has more than 20 years of strategic marketing, business development and market research experience in the international paper industry with a specific emphasis on customer needs. His current assignment is as director of the marketing practice with Forest Industry Consulting, the management consulting arm of AMEC, a large international consulting services firm.

From 1993-96, he was director of market development at QUNO Corporation, a Canadian newsprint manufacturer. His main responsibilities included the planning and development of all marketing activities for a new business opportunity involving an innovative paper grade. Prior to QUNO he spent six years as a printing paper specialist with H.A. Simons Ltd.

In the early part of his career, Roman was editorial director of four Maclean Hunter forest products magazines, including Pulp and Paper Journal. He was responsible for long-term planning, business development, writing, editing, interviewing, photography, layout and promotion.

He is an active member of the Paper & Related Industries Marketing Association (PRIMA). He is also a member of the Graphic Arts Marketing Information Service (GAMIS), serving as its president in 1991-92. Roman has spoken at numerous industry conferences and seminars, most recently at the 2003 Global Outlook Conference, the 2001 PRIMA Annual Meeting in Dublin, the 2001 Papercast Business Planning Conference in Paris and at the 2000 PPI Publication and Business Papers Conference in London.

He holds a Bachelor of Arts degree from the University of Toronto as well as a Bachelor of Journalism degree from Ottawa's Carleton University. Roman is married and has three children.