

CONTACT

LYNN GOVITZ
+1 989 435 7741
LGOVITZ@ONEBMG.COM

BMG

330 N. ROSS STREET
BEAVERTON, MI 48612 USA
ONEBMG.COM



PRESS RELEASE

BMG hires new VP of Global Marketing and Product Strategy

Beaverton, MI (October 19, 2025) – BMG is a global leader in full-service thermoforming packaging and automation technology. This group of highly skilled personnel has historically been the leader in the development and manufacturing of industry-changing improvements for the entire thermoforming end-to-end processes, which has benefited manufacturers of packaging products for years. BMG continues to engineer innovations that provide its customers with world-class technology solutions, shorter developmental lead times, and outstanding executional design flexibility.

BMG announced that Collin Sullivan has been hired as VP of Global Marketing and Product Strategy. Collin began his new role on October 1, 2025.

Mr. Sullivan has been brought on board as the head of a team to develop and execute global marketing and product strategies that will set the course for strengthening BMG's industry leadership in thermoforming.

He will also be tasked with oversight of product lifecycle management from concept through global commercialization, ensuring alignment with customer needs and business objectives. In this role, Collin will also collaborate closely with internal and external marketing teams to drive innovation, technology, customer care, and advance marketing directives, while consistently coordinating these efforts to continue positioning BMG as a market leader in thermoforming technologies that will benefit our clients and the industry at large.

Collin brings a team-first approach and over 20 years of global experience in packaging development, material handling, and industrial manufacturing. He has held leadership roles with organizations including Rexnord, Wacker Neuson, CST Industries, and, most recently, ProVeyance. He will continue to leverage this extensive background to help the BMG team win by advancing global marketing and product strategy initiatives applicable across several verticals within the global thermoforming industry.

From a global perspective, Collin will lead BMG's efforts to initiate and market world-class product strategies for its business as it continues to strengthen its commitment to continuous improvement and high-performance thermoforming solutions. His decades of management experience leading product marketing efforts across diverse companies and industries will further enhance BMG's position as an innovator in the manufacture of industry-leading thermoforming technologies. His track record of developing product strategies and achieving sustainable performance improvements is excellent, suggesting that he will deliver measurable results for the BMG brand and its customers and stakeholders worldwide.

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“Collin’s expansive experience and global perspectives will aid BMG in continuing to leverage new and exciting technologies, driving the most innovative thermoforming solutions for our customers’ benefit. We are excited to have Collin’s expertise and leverage his prior successes with innovation and product development in capital-intensive industrial products to continue to advance BMG as a global market-leading provider of thermoforming and automation equipment,” said Tim Carpenter, CEO at BMG.

BMG continues its commitment to assisting customers in need of thermoforming packaging/automation solutions with an acute awareness and attention to detail when it comes to providing true turnkey solutions while taking into account the need for shorter developmental timelines, increased ROI, reduced cost of doing business, and an unparalleled service commitment rivaled by none worldwide.

BMG. Shaping Next.

ABOUT BMG

Headquartered in Beaverton, Michigan, USA. The new BMG is an award-winning thermoforming packaging/automation solutions leader focused on a customer-centric approach. We develop solutions that meet and exceed the unique requirements of each customer’s application. BMG is a global organization representing the world’s most extensive thermoforming portfolio, with international assistance available 24 hours a day. Operating

in major verticals that include automotive, medical, electronics, horticulture, food, and process automation, we bring to bear on each solution over 50 years of technological experience! BMG operates facilities and offices throughout North America, South America, Europe, the UK, Asia, and the Middle East. **Learn more at oneBMG.com, follow [@wearebmg](#) on Threads, follow [@oneBMG](#) on LinkedIn, and like [@oneBMG](#) on Facebook.**