

Biography

Amanda Rountree's aerosol expertise is attributed to her position as Director of Strategic Growth and Innovation at IKI Manufacturing. She has been involved in the industry for 9 years. Amanda's R&D background envelops personal care, pet care, household, automotive, and industrial applications. She's made everything from eyelash serums to glass cleaners to puppy dry shampoo. Amanda's favorite aspect is innovative product development and helping craft an exciting marketing story for a successful product launch. She has always been passionate about science and knew she would be a formulator since high school. This led her to pursue her degree in Chemistry at North Central College. She's currently Treasurer of the Southern Aerosol Association (SATA). She's also a board member of the Midwest Society of Cosmetic Chemists that has held elected positions of Secretary, Chair-Elect, and Chair.

Candidate Statement

With extensive experience in the Midwest Society of Cosmetic Chemists—including roles as Secretary (2020), Chair-Elect (2022), and Chair (2023)—I am ready to serve on the SCC Board of Directors. My leadership has led to impactful change in the Midwest Chapter, and I am eager to extend this mission to a broader level.

My leadership has focused on growth and engagement across the Midwest Chapter. By expanding meetings beyond Illinois to Wisconsin and Indiana, we increased member engagement and awareness, resulting in higher attendance and positive feedback. I fostered outreach by building partnerships with institutions such as Northwestern University and North Central College, reaching students through cosmetic science demonstrations. Our collaboration with the Chicago Museum of Science and Industry led to highly successful community outreach events like the "make your own body wash" demonstration, which remains a highlight of their annual Science Works event.

Strategically, I improved infrastructure by making financially responsible decisions—selecting affordable venues and implementing cost-saving measures—ensuring accessibility while maintaining strong income streams. These approaches align with the SCC's core pillars: Member

Engagement, Chapter Value, Infrastructure, and Outreach and Awareness. My primary goal is to apply this model across Area II, promoting inclusivity and collaboration with local institutions, advancing education in cosmetic science, and attracting new members. I will help Chapters implement effective infrastructure to maximize value and engagement, serving as a dedicated resource to support SCC's ongoing growth.

With nearly a decade of MWSCC involvement, I have deep insight into SCC operations and chapter management. Leading the Midwest's largest SCC trade show, TEAMWORKS, has given me practical experience in achieving organizational success. I also served three years as an elected board member of the Southern Aerosol Technical Association, adding experience from another educational non-profit.

I am approachable, dedicated, resourceful, results-driven, and dependable. The opportunity to serve is quite exciting as I have mentored several student SCC members who have since joined the industry. This would help me expand my reach to help fuel the future of this organization. My passion for cosmetic science is reflected in my work and reputation. I am committed to bringing this dedication to the SCC Board to drive growth and support Chapters on a larger scale.