



THINKING OUTSIDE THE BOX

HPP Bio – Eric Lockovitch

Eric Lockovitch is a food packaging subject matter expert with well-established proficiency in the application of food and beverage packaging substrates, equipment and processes for HPP. Eric became interested in HPP beginning with a vertical bagging application for Quantum Foods in 2011. As is typical with HPP due to the extremely high pressures involved, this application required the redesign of both materials and equipment. From these beginnings Eric has become sought out for assistance with HPP packaging and material handling solutions throughout the world.

Eric has always been interested in packaging having graduated from college with a minor in the subject. He is currently Director of Sales for the Midland Paper Company. Recruited as a catalyst for growth of their new packaging division, he has been recognized a key contributor of Midland's revenue acceleration from \$20m to \$150m over the past eight years.

Eric's interests in HPP run beyond packaging. He has been involved with business formation of and business development for HPP equipment suppliers, automation, and peripheral suppliers.

Go To Market LLC

Eric is a principal with GoToMarket LLC, a 13 year old marketing services company, that provides interim marketing leadership and operational marketing and business development services to early-and-mid stage technology, services and capital equipment companies across various industry sectors: from initial funding through company launch and sustained revenue growth. GoToMarket has played an integral role in creating and establishing unique market and product positions that has resulted in win-win mergers and acquisitions. For more information regarding GoToMarket clients visit www.gotomarket.com.
