Mercedes Landázuri leads the global trend insight team for Ampacet, a global manufacturer of color and additive masterbatch. She has led several workshops for Color Marketing Group, the premier global color forecasting association. She has served as a guest lecturer for College for Creative Studies, Western Michigan University, and Advanced Design's virtual courses. She is an active volunteer for the Society of Plastics Engineers having held leadership positions within the Color & Appearance Division, the Recycling Division, the Chicago Section, and the NextGen Advisory Board. She also serves on the historical committee for the Plastics Hall of Fame. Landázuri co-founded and co-hosts the award-winning PlastChicks podcast, now in its sixth season. She was named a Plastics News Rising Star in 2017 and a Woman Breaking the Mold in 2024.