

Mercedes Landázuri is Market Insight Manager for Ampacet, where she leads global insights and serves on the innovation team. She was elected to the Color Marketing Group Board of Directors in 2024 and currently leads their Material + Finish Forecasting as well as their ColorChat series. An active volunteer for multiple associations, Landázuri serves on multiple boards for the Society of Plastics Engineers and leads the Historical Committee for the Plastics Hall of Fame. She has served as a guest lecturer on color, material and finish design for College for Creative Studies, Western Michigan University, and Advanced Design's virtual courses. In her spare time, Landázuri co-founded and co-hosts the award-winning PlastChicks podcast. She was named a Plastics News Rising Star in 2017 and a Woman Breaking the Mold in 2024.