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## Barry-Wehmiller names Carol O'Neill Chief Transformation Officer, Rachana Creeth BW Packaging President

*Strategic leadership moves demonstrate an investment in organizational transformation*



Carol O'Neill (l.), Barry-Wehmiller Chief Transformation Officer, and Rachana Creeth (r.), President, BW Packaging.

ST. LOUIS — Feb. 15, 2024 — Barry-Wehmiller President Kyle Chapman is pleased to announce two strategic moves within the company's corporate leadership team. Effective Feb. 15, Carol O'Neill will move into the newly created role of Chief Transformation Officer, and Rachana Creeth will be promoted to President, [BW Packaging](#).

"The Chief Transformation Officer is a new position for Barry-Wehmiller," Kyle Chapman said. "We want to stay ahead of the curve in our continuous improvement efforts, and we believe that investing in a Chief Transformation Officer will help us invigorate our innovation to continue to unlock our full potential. In her time at the company, Carol has led many transformational initiatives, and her skills and insights will ensure vibrancy in our organization as we continue to grow."

As Chief Transformation Officer, Carol O'Neill will prioritize crucial initiatives for Barry-Wehmiller's success. In her 10 years with the company — the last six as Group President, Packaging — Carol has consistently championed product and business innovation within BW Packaging and advanced company-wide initiatives on inclusion, sustainability, supply chain, digital innovation, shared services and information technology.

"Barry-Wehmiller is in the midst of significant growth and transformation," O'Neill said. "I look forward to working with the rest of the leadership team to ensure that we define the right priorities and create the best context for our transformation initiatives. I am passionate about innovating our products and services to ensure a world-class customer experience which — along with our team members' experience — is the key to a vibrant enterprise."

Although this new role has a broad scope, O'Neill's initial focus will be on Barry-Wehmiller's life-cycle support, digital products and services, and enterprise resource planning. She also will assume leadership of supply chain, additive manufacturing and equipment design solutions.

Rachana Creeth joined Barry-Wehmiller in 2017 after gaining foundational training and strong operational expertise at General Electric, Johnson & Johnson and several other organizations. Her first role was Group Vice President of Finance for BW Packaging, which offers comprehensive packaging machinery and solutions including flexible systems, rigid filling and closing systems, labeling, end-of-line solutions and complete packaging line integration. In April 2022, she was promoted to Chief Financial Officer and Chief Operations Officer for BW Packaging. Creeth has been a critical partner to O'Neill in shaping and driving strategy, building high-performing finance and supply chain teams, and launching a financial shared service center in the United Kingdom.

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Feb. 15, 2024

Page 2 of 2

“Rachana has the executive skills and business acumen to build high-performing teams in alignment with our vision of Truly Human Leadership,” Barry-Wehmiller CEO Bob Chapman said. “She is well suited to lead our packaging companies through this time of change in the industry.”

“I am honored to lead BW Packaging in this next chapter and am grateful to Carol for her years of dedication to our business teams and customers,” Creeth said. “I am eager to build on the strong business we have, knowing there are many promising opportunities that lie ahead. I look forward to leading teams of people who genuinely care, as well as listening to our customers’ feedback and helping them grow their businesses by providing solutions that perform.”

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### ABOUT BARRY-WEHMILLER

Barry-Wehmiller is a diversified global supplier of highly engineered capital equipment and consulting services for a wide variety of industries. By blending people-centric leadership with disciplined operational strategies and purpose-driven growth, Barry-Wehmiller has become a \$3.5 billion organization with more than 12,000 team members united by a common belief: to use the power of business to build a better world. CEO Bob Chapman shares the story of the company’s transformation in his book, [\*Everybody Matters: The Extraordinary Power of Caring for Your People Like Family\*](#). To learn more, go to [barrywehmiller.com](https://barrywehmiller.com).