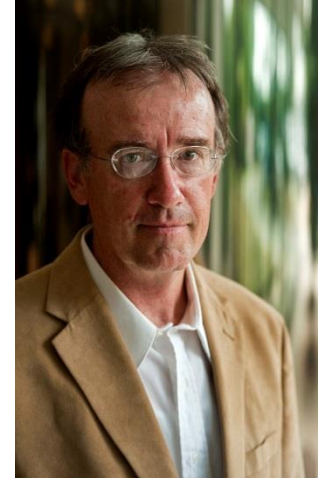


John Bradburn
Chief Materials and Sustainability Officer, Pathway21

John recently retired in early 2018 as the Global Manager of Waste Reduction for General Motors after 39 years of service. In his waste reduction role, he led the company's landfill-free, zero waste initiative, which resulted in an industry leading, 152 GM operations around the world that reuse, recycle, and convert to energy all waste from daily operations. John is an expert in waste reduction and recycling and was dubbed [GM's MacGyver](#) for devising unconventional uses for everyday waste. Communications of this work exceeds 1 billion media impressions. John frequently mentors other companies pursuing zero-waste goals and sustainable material management.



John joined the Pathway21 team after retirement and his responsibilities include directing material reuse and sustainability options for the Materials Marketplace platform, a cloud-based materials exchange program that promotes circular economy and sustainable materials management concepts. These duties also include implementing processes and technologies that reduce environmental impact and costs. He collaborates within all manufacturing sectors and external stakeholder groups, including governmental agencies to promote cross sector collaboration and innovative solutions to global sustainability challenges.

John frequently speaks at various sustainability-focused events and has been recognized by the Society of Automotive Engineers with four Environmental Excellence in Transportation awards for material development, reuse and recycling projects. In 2015, John received the Presidential Lifetime Service Award from the Office of the President of the United States for sustainability services to youth. He serves on the advisory board of the U.S. Business Council for Sustainable Development.

John earned a Master of Science degree in hazardous waste management from Wayne State University in Detroit in 1995 and a Bachelor of Science degree in conservation from Northern Michigan University in 1978. He is a Certified Hazardous Materials Manager.