

KEYNOTE SPEAKER

John Bradburn

Manager of Waste-Reduction Efforts, General Motors



John is the global manager of waste-reduction efforts at General Motors. In this role, he leads the company's landfill-free initiative, which has resulted in over 111 GM operations around the world that reuse, recycle, and convert to energy all wastes from daily operations. John is an established expert in waste reduction and recycling, and frequently mentors other companies pursuing zero-waste goals.

John's responsibilities also include directing the company's design-for-the-environment activities, creating and implementing sustainable process and process technologies that reduce the company's environmental impact and costs. He collaborates with suppliers, product and manufacturing engineers, and external stakeholder groups.

Under John's leadership, GM recycled or reused 87 percent of waste generated globally through various resource conservation efforts in 2013. Between 2000 and 2010, the company reduced nonrecycled manufacturing waste by 73 percent.

John is frequently called on to speak 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 and reuse and recycling projects. John has worked for GM for more than 36 years.

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 from Northern Michigan University. He is a Certified Hazardous Materials Manager.