

**John Bradburn**

**Global Manager of Waste Reduction, General Motors**

John is manager of global waste reduction at General Motors. In this role, he leads the company’s landfill-free initiative, which has resulted in an industry leading 135 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 circular economy, and is dubbed [GM's MacGyver](https://fastlane.gm.com/2014/01/22/gms-macgyver-devises-unconventional-uses-for-everyday-waste/) for devising unconventional uses for everyday waste. He frequently mentors other companies pursuing zero-waste goals and sustainable materials management programs.

John’s responsibilities also include directing GM’s design-for-the-environment program, circular economy and sustainable materials management concepts. These duties also include implementing sustainable processes and technologies that reduce environmental impact and costs. He collaborates with suppliers, product and manufacturing engineers, and numerous external stakeholder groups.

Under John’s leadership, GM recycled or reused 84 percent of its manufacturing waste generated globally through various resource conservation efforts in 2013. Between 2000 and 2010, the company reduced non-recycled manufacturing waste by 73 percent and met its landfill free goal to obtain of 150 landfill free operations, four years in advance.

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 and 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 is the executive advisory committee chairman for the U.S. Business Council for Sustainable Development and serves as a Board member of Buckets of Rain, an urban farming non-profit in Detroit that serves challenged communities.

John has worked for GM for more than 37 years. He 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.