

## **BIOGRAPHY OF GENERAL MANAGER, TERRACYCLE EUROPE: JULIEN TREMBLIN**

Julien Tremblin is the General Manager of TerraCycle Europe, a global leader in the collection and repurposing of otherwise non-recyclable post-consumer and post-industrial waste.

Through TerraCycle, Julien is pioneering a new waste management process across TerraCycle's 12 European markets (UK, Republic of Ireland (ROI), France, Spain, Germany, Austria, Switzerland, the Netherlands, Belgium, Norway, Sweden and Denmark) in a period of real innovation and exciting growth for the business. This process involves manufacturers, retailers, governments and consumers, to create circular solutions for materials such as food packaging, laboratory waste, coffee capsules, PPE waste and even beach plastics that otherwise have no other path to be recycled.

Julien has a bachelor's degree in History from French University La Sorbonne and a Master's degree in Journalism and had worked as a journalist and in B2B marketing prior to joining TerraCycle in 2015 as an Account Manager for TerraCycle France.

Julien's diligence and approachability set him apart as an invaluable leader and in 2019 he was promoted to Head of Brand Partnerships for TerraCycle Europe. In this role, Julien has overseen the running of more than 160 partnerships (a number that has grown from just over 30 when he first started) and leads a team that has quadrupled in size since 2015. Julien is also responsible for the high retention rate of TerraCycle's partnerships, and almost all of our partners from 2015 still work with TerraCycle today, with some entering their tenth year since first launching a recycling programme.

In April 2021, Julien was promoted to General Manager, leading the TerraCycle Europe team. In this role Julien oversees all TerraCycle's European operations and deals closely with a wide range of parties including senior executives at major FMCG companies, governmental and public organisations, waste management companies and charity organisations.

TerraCycle prides itself on increasing awareness of the issue of waste and pushing boundaries, and Julien personifies these core values. Whether he's engaging with clients to increase the number of waste streams TerraCycle recycles, facilitating recycling consortiums between rival brands, or advising brands on how to best promote their recycling initiatives, he does so with a genuine enjoyment. As he puts it: "I get to work with the most innovative people within the industry, many of whom are part of the dynamic team at TerraCycle."

For more information on TerraCycle, visit [www.terracycle.eu](http://www.terracycle.eu).