



Marty Metro

Innovator, Thought Leader, Eco-Entrepreneur & CEO



SPEAKING TOPICS

ENTREPRENEUR/STARTUP

Startups are Easy as 1, 2, 3. Yeah, Right!

Components of successful startup are: Idea, Execution, Profit and Cash Flow. If you can't generate cash, don't waste your time on the first three!

Business Planning from Top to Bottom, Left to Right

No business plan is ever "right". However, a good format will help you see what you need to make, and when, so you know how wrong you are!

ENVIRONMENTAL/SUSTAINABILITY

Teach a Man to Fish and... He MIGHT be able to save the whales.

A successful green business must help itself, before it helps others. Be careful not to spend too much on saving the whales until you can pay for your own boat!

Who Made Recycling so Famous?

They Say Reduce, Reuse, Recycle... but the last (which is the worst for our environment) gets all the attention! Reuse can be much more profitable and has much less environmental impact.

Sustainable Sustainability - Environmental AND Financial Return

How to THINK ABOUT Sustainable Sustainability and How to IMPLEMENT Sustainable Sustainability.

WHAT PEOPLE SAY ABOUT METRO

“ One of the most inspiring leaders that can captivate an audience and at the same time teach, motivate and show the importance of taking charge in life.
Kyle L. Howell- Walmart ISD Manager

“ Marty's business acumen and experiences are brought to life through his honest and forthright approach to audiences.
Leonard Lanzi -Executive Director, Los Angeles Venture Association

“ Marty Metro is one of the most engaging and dynamic speakers I have witnessed first hand. He leaves his audience always wanting more!
Stephanie Meittinis- Director, MidAtlantic B2B Green Forum

Marty Metro is an eco-entrepreneur and successful CEO with a “if at first you don't succeed” attitude... and a track record to prove it! After earning an MBA and being known as an early-expert in SAP (mid 90s), Metro risked it all to be an eco-entrepreneur... and failed miserably. He then tried a bigger and better approach, which succeeded!

Metro educates and inspires audiences of all sizes that environmental initiatives don't have to be expensive. Implemented properly, they can actually make money. Metro and his team call it “Sustainable Sustainability” and he shares his passion for both THINKING ABOUT and IMPLEMENTING, sustainable sustainability programs.

In 2002, well before the environmental movement took off as we know it, Metro launched Boomerang Boxes, a chain of eco-friendly retail stores that bought/sold USED moving boxes. After 3 long years of massive losses, no profit and no income, Metro was forced to cease all operations, leaving himself (and his supportive wife) with not just an empty bank account, but \$300,000+ of personal debt!

Devastated but not discouraged, Metro took a “day job” as a technology consultant (leveraging his then-outdated knowledge of SAP) and spent nights and weekends rehashing his mistakes. His relentless entrepreneurial drive lead him to revise the business plan, raise a capital and re-launch a scalable, tech-centric model to buy and sell MILLIONS of used boxes, just one year later.

That revised plan was renamed UsedCardboardBoxes and grew to a national reuse logistics firm, now working with some of the largest, most well known companies in the country (Bayer, Best Buy, Dole, Family Dollar/Dollar Tree, General Mills, Kellogg's, Keurig, McCormick Spice, Nestle, Pepsi, Taylor Farms, TJMaxx/Marshalls, Walgreen's, Walmart and more). Metro's rough journey to success has been covered by most major news outlets throughout the years.

Entrepreneur Magazine featured Metro and in an article entitled:

“From Business Failure to Multimillion-Dollar 'Green' Niche”

Metro's knack for applying sophisticated technology a traditionally low-tech industry was just the beginning. Seeing first hand, all of other “waste” that UsedCardboardBoxes' clients were PAYING to process drove Metro and his team mad! They saw so many major US manufacturers mismanaging and undervaluing perfectly recyclable and/or reusable commodities by simply throwing them away! This meant unnecessarily high waste bills and missed revenue opportunities from recycling and reuse. So Metro and his team leveraged the knowledge, experience and technology they had created over the years, to tackle ALL solid waste, via UCBZeroWaste. This new asset-light company is a waste reduction firm that helps it clients manage ALL commodities, ALL vendors, ALL logistics, ALL monthly invoicing and ALL reporting, using its own proprietary software called WATER (Waste Analytics & Tracking for Environmental Reporting).

UCBZeroWaste's program and software are now used by some of the largest, most recognizable brands in the country, including McCormick Spice (#14 Most Sustainable Corporation and #1 in Food).

PREVIOUS VENUES

- Entrepreneurs Organization (EO) Global Leadership Conference (GLC), Panama City, Panama
- Environmental Defense Fund (EDF)/REALgreen Conference and Expo, Bentonville, AR
- Go Green Expo, Los Angeles, CA
- International Electronic Recycling Conference, Las Vegas, NV
- Masterclassing, Los Angeles, CA
- MidAtlantic B2B Green Forum, Baltimore, MD
- National Zero Waste Conference, Los Angeles, CA
- Southeast Recycling Conference, Destin, FL
- Walmart/Good Housekeeping Green Expo, Bentonville, AR
- Walmart's Urban Summit Series, Bentonville, AR
- World Recycling Convention, Madrid, Spain

For any speaking engagements you can connect with Marty at Booking@UsedCardboardBoxes.com