

7. INTERNATIONALER CRADLE TO CRADLE CONGRESS

Plastics & Packaging

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Speakers' short biographies

[Tim Janßen](#)

[Svenja Schulze](#)

[Katrin Eder](#)

[Michael Pooley](#)

[Marcella Hansch](#)

[Alexandra Engelt](#)

[Christian Schiller](#)

[Paolo Pezzin](#)

[Douglas Mulhall](#)

[Jochen Moesslein](#)

[Dr. Matthias Eder](#)

[Volker Angres](#)

[Lea Lensky](#)

[Nora Sophie Griefahn](#)

[Manuela Matz](#)

[Dr. Anne Lamp](#)

[Reinhard Schneider](#)

[Dr. Junyang \(Jenny\) Shao](#)

[Dr. Harald Lehmann](#)

[Albin Kälin](#)

[Carolin Völker](#)

[Marius Ehrlenspiel](#)

[Peter Kurth](#)

[Dr. Christina Raab](#)

[Steffen Otten](#)

[Dr. Christina Linke](#)

Tim Janßen

Tim Janßen is managing director and co-founder of Cradle to Cradle NGO. He studied economics at the Leuphana University of Lüneburg and the Baden-Württemberg Cooperative State University. His focus was on start-ups, innovation management and responsible business. He spent time abroad at the Athlone Institute of Technology in Ireland and at the University of Vienna on a PROMOS scholarship from DAAD. Based on the idea of bringing the Cradle to Cradle school of thought and design concept to the center of society, Janßen co-founded C2C NGO in 2012 and has been co-managing it ever since. He develops strategies to maximize the organization's impact on society and actively shapes the growth of this young, ever-growing movement. Tim Janßen is a speaker at national and international conferences and symposia. Furthermore, he teaches as a university lecturer at the Duale Hochschule Baden-Württemberg (DHBW), Leuphana University Lüneburg, HS Mittweida as well as TU Berlin.

Nora Sophie Griefahn

Nora Sophie Griefahn is managing director and co-founder of Cradle to Cradle NGO. She majored in Environmental Sciences at Leuphana University Lüneburg and Goethe University Frankfurt with stays at University of Natural Resources and Life Sciences in Vienna and University of Copenhagen. As the only German, she was elected as a GreenBiz' 30 Under 30 inspiring young leader in 2018. In 2012, she co-founded Cradle to Cradle NGO (C2C NGO) with Tim Janssen in order to establish Cradle to Cradle principles in economy and politics. C2C NGO connects the fields of business, education, politics, and civil society by creating networking platforms and educational formats. As co-executive director, Nora coordinates the NGOs scientific, political and educational work and actively shapes a new understanding of material health and circularity. Nora is a sought-after expert, speaker and panelist on Circular Economy and Cradle to Cradle with a broad expertise in chemical construction, healthy product design, and the coherences between climate change and resource scarcity. Furthermore, she is a member of various scientific advisory councils and a lecturer at the Technical University of Berlin.

Svenja Schulze

Svenja Schulze has been Federal Minister for the Environment and Nature Conservation since March 2018. She was previously Minister for Innovation, Science and Research in the state of North Rhine-Westphalia and a member of the state parliament there. In previous positions, she was chairwoman of the Münster subdistrict and state chairwoman of the Jusos in NRW. From 2000 to 2004, she also worked as a management consultant. Schulze has been a member of the SPD since 1988 and a member of the North Rhine-Westphalia state executive board since 2017. In 2021, she will be patron of the International Cradle to Cradle Congress for the second time.

Manuela Matz

Manuela Matz is Deputy Mayor and Head of Economic Affairs, Urban Development, Real Estate and Public Order of the city of Mainz since 2018. In 2005, she founded Loomans & Matz AG, a management consultancy specialized in data protection and compliance. Before that, Matz studied law at Bayreuth university and worked as a lawyer in Freiburg.

Katrin Eder

Katrin Eder has been State Secretary in the Rhineland-Palatinate Ministry for Climate Protection, Environment, Energy and Mobility since May 2021. Previously, she was Head of the Department for Environment, Green, Energy and Transport of the state capital Mainz. She also worked as a consultant for TBS gGmbH Rhineland-Palatinate and as a research assistant to Ulrike Höfken, a member of the parliament. She is a member of the Mainz City Council.

Dr. Anne Lamp

Dr. Anne Lamp founded Traceless in 2020 together with Johanna Baare and has been CEO of the startup ever since. Traceless produces biodegradable plastics from agricultural waste products that can be used for packaging. Previously, Lamp worked at Beiersdorf, Cirplus and Vereinigte BioEnergie. She holds a PhD in Process Engineering and has also conducted research as Team Leader Bio Refinery at TU Hamburg.

Michael Pooley

Michael Pooley has been CEO of IFCO SYSTEMS since July 2020. There he demonstrates that Cradle to Cradle supply chains are possible and profitable. He has international experience in pooling, supply chain, engineering and B2B services, with over 25 years in management, sales and operations. Prior to IFCO, he held senior positions with global companies such as Brambles Group and Exova Group. Michael Pooley is a licensed mechanical engineer and holds an MBA degree.

Reinhard Schneider

Reinhard Schneider is managing partner and sole owner of detergent manufacturer Werner & Mertz. After his degree in business administration with a focus on sales and trade at the University of St. Gallen, Schneider initially worked in marketing for six years, including as a product manager at Nestlé/Switzerland. In 2000, he took over as Chairman of the Management Board of Werner & Mertz and, one year later, as Head of the Consumer Division. Schneider is a descendant of the founders of the family business. In 2019, he received the German Environmental Award for his holistic sustainable company orientation.

Marcella Hansch

Marcella Hansch is CEO of Everwave, which she founded in 2016 under the name Pacific Garbage Screening e.V. The goal of Everwave is to collect and recycle garbage from rivers. Hansch has a degree in architecture from RWTH Aachen University and worked as an architect for several years. In 2016, she and Pacific Garbage Screening were awarded the Federal EcoDesign Prize in the young talent category.

Dr. Junyang (Jenny) Shao

Dr. Junyang (Jenny) Shao joined Fosun Group in 2016, where she serves as Global Partner of Fosun International as well as Executive President of Fosun Fashion Group. She is also Chairman of the Supervisory Board of Tom Tailor GmbH in Germany, Chairman of the Supervisory Board of Wolford AG, Member of the Board and Deputy Managing Director of Jeanne Lanvin SA in France, and Member of the Board of Caruso in Italy. Previously, Shao worked at the European Business School and PwC Germany and was a director at Acxit Capital. She studied at Beijing Foreign Studies University, Georg-August-University Göttingen and received her PhD summa cum laude from the European Business School in 2008.

Alexandra Engelt

Alexandra Engelt has been Senior Project Coordinator Business Field Development Circular Economy at the German Institute for Standardization (DIN) since the beginning of 2021. The packaging engineer has held various positions at DIN since 2010. Engelt is also a standardization expert at DIN and a quality manager at TÜV Rheinland.

Dr. Harald Lehmann

Dr. Harald Lehmann ist seit 2019 als Vice President Plastic Materials and Processing bei Tomra Sorting GmbH tätig. Zuvor war er unter anderem Leiter Forschung & Entwicklung bei der Lucobit AG und Senior Specialist Materials und stellvertretender Direktor Research bei Kautex Textron. Lehmann ist außerdem Mitglied des Beirates des Normenausschusses Kunststoffe beim Deutschen Institut für Normung (DIN).

Christian Schiller

Christian Schiller founded Cirplus in 2018 together with Volkan Bilici and has been CEO since then. Cirplus sees itself as a global marketplace for recycled plastic. Previously, Schiller helped establish Blablacar Germany, where he served as Head of Business Development & Public Affairs Germany. He studied law and worked at the International Criminal Court.

Albin Kälin

Albin Kälin is founder and CEO of EPEA Switzerland GmbH as well as accredited assessor for the Cradle to Cradle Certified™ certification standard. Previously, he served as a member of the supervisory board of Fein Elast Group in Austria, CEO of EPEA Internationale Umweltforschung GmbH in Hamburg, and CEO of EPEA Nederland. Kälin was also Managing Director of Rohner Textil AG in Switzerland, where he developed the Climatex® product line, the first Cradle to Cradle® products worldwide. Kälin was awarded the UBS Key Trophy "Rheintaler Unternehmer des Jahres" in 2001.

Paolo Pezzin

Paolo Pezzin has been working for VF Corporation since 2007. He has been Senior Raw Materials Manager since 2013 and is responsible for the Napapijri brand, which produces Cradle to Cradle outdoor clothing. Previously, he held various positions in the textile industry, including in Research & Development.

Carolin Völker

Dr. Carolin Völker holds a PhD in ecotoxicology and has been head of the PlastX junior research group at ISOE - Institute for Social-Ecological Research in Frankfurt am Main since 2016. In an interdisciplinary team of natural and social scientists, she investigates environmental risks of plastics and develops solutions for sustainable management. Her research focuses on assessing the environmental risks of microplastics. Völker studied biology at the University of Frankfurt am Main and graduated in 2009 with a diploma in ecotoxicology. Her doctoral thesis focused on the hazard assessment of nanomaterials.

Douglas Mulhall

Douglas Mulhall has been an independent consultant at EPEA GmbH since 2008. As an expert on environmental health, he advises companies, startups, cities and governments. During his life, he founded various companies and NGOs, including Elastrin Therapeutics. He is a thought leader on the Circular Economy and authored the first national concept for a Circular Economy in Europe. Mulhall has published several books, including 2002's *Our Molecule Future* and 2019's *Creating Buildings with Positive Impacts*, co-authored with Michael Braungart and Katja Hansen.

Marius Ehrlinspiel

Marius Ehrlinspiel has been a senior consultant at CSR consultancy Wider Sense since 2020. Previously, he worked for various consulting firms, including Capgemini Invent, as well as the Institute for Foreign Cultural Relations. Recently, he was primarily involved in the digital transformation of the public sector and accompanied federal authorities in the implementation of major digitization projects. In addition, Ehrlinspiel supported the establishment of a funding program for humanitarian aid operations and participated in a strategic sustainability project in the Kurdistan Region of Iraq.

Jochen Moesslein

Jochen Moesslein founded Polysecure in 2009, together with other investors. His vision is to use strong innovation in order to solve challenges towards a more sustainable and circular economy. Polysecure develops fluorescent materials that can be used for marking and sorting materials. Moesslein aims to solve challenges on the way to a more sustainable and circular economy. Moesslein has founded, managed and invested in several companies, among them a producer and installer of solar collectors, a manufacturer of biomass fuels, an eCommerce software developer and an innovative medical device company. The most relevant transactions were the IPO of biotech company BioTissue, the trade sale of dental implant manufacturer Camlog and the trade sale of a medical device company. Moesslein has studied and researched Physics and Economics at Stanford University and the Universities of Stuttgart, Konstanz and Kiel.

Peter Kurth

Peter Kurth has been Executive President of the Federal Association of the German Waste Management, Water and Raw Materials Industry (BDE) since 2008. Since 2020, the law graduate has also been President of the European Waste Management Association FEAD. In his professional career, Kurth has worked as a lawyer for Deutsche Bank and Kreditbank and was a member of the executive board of the Berlin waste management company Alba from 2001 to 2009. Prior to that, Kurth held various political offices. From 1994, he was State Secretary in the Berlin Finance Senate and from 1999 Finance Senator. He was also a member of the supervisory board of various credit companies such as Bankgesellschaft Berlin and Landesbank Berlin, and a member of the Berlin House of Representatives.

Dr. Matthias Eder

Since 2020, Dr Matthias Eder has been press officer for PreZero Stiftung & Co. KG (formerly GreenCycle), which is part of the Schwarz Group. Previously, he held various positions in communications at Evonik, Isra Vision, Renolit and Plastics Europe. Eder holds a PhD in political science from the Justus Liebig University in Gießen.

Dr. Christina Raab

Dr Christina Raab has been Vice President, Strategy & Development at the Cradle to Cradle Products Innovation Institute since 2019. Previously, she held various leadership positions at the ZDHC (Zero Discharge of Hazardous Chemicals), MADE-BY and CSCP (Collaborating Centre on Sustainable Consumption and Production) and the United Nations Industrial Development Organization since 2019. Raab holds a PhD in materials chemistry from the University of California Santa Barbara.

Volker Angres

Volker Angres has been head of the environmental programme Planet.e since 2011 and of public-service broadcaster ZDF's environmental editorial team since 1990. Before that, Angres worked for public-service broadcaster ARD. He was part of the economics desks of SWR and BR and was, among other things, presenter of the series "Ratgeber Geld" and "Wirtschafts-Telegramm" as well as editor in chief of "PlusMinus" at Bayerischer Rundfunk. Angres has published several books and has been awarded various prizes, including the Media Prize of the German environmental NGO Deutsche Umwelthilfe in 2004 and an award by the Federal Environment Minister in 2006 for his committed reporting on climate protection.

Steffen Otten

Steffen Otten is founder and managing director of Runamics GmbH. With the goal of freeing the sports world from textile waste, Runamics is working to become the first Cradle to Cradle sportswear brand for the biological cycle. Previously, Otten worked as an analyst at the consulting firm McKinsey & Company and led an interdisciplinary team of consultants at Different, a marketing and innovation consultancy in Berlin. In addition to his own company, he continues to advise other companies.

Lea Lensky

Lea Lensky is co-founder and managing director of Holy Shit. GmbH. Together with Prof. Michael Braungart and Victor Büchner, she founded Holy Shit. in 2020. The idea was born at Leuphana University Lüneburg, where the two managing directors studied. The goal is to develop ideas for Cradle to Cradle innovations which are simply marvelous together with students. Holy Shit. develops, advises and puts innovative research into practice. Through Cradle to Cradle, the approach is always to promote comprehensive quality and celebrate biodiversity and life for all species.

Dr. Christina Linke

Dr Christina Linke founded Clean Ocean Coatings in 2019 with the aim of equipping ships with an environmentally friendly coating. Previously, she worked for Cradle to Cradle NGO and Symrise AG, among others. Linke holds a PhD in food science from TU Berlin.