

JOSEPH RINKEVICH – Principal & VP Value Chain

JOSEPH RINKEVICH leads supplier and customer development for CWB. Joe has spent over 15 years identifying links between competitive advantage and business sustainability, an essential component of making the case for biofuels manufacture and use.

As a long time consultant on environmental and sustainability strategy, Joe has provided focused guidance to senior executives within the context of large organizations' decision-making processes, product-development systems, and supplier/customer relationships on energy strategy, materials selection and operations decisions.

Joe's clients have included Nike, Ford Motor Company, eBay, BASF, Herman Miller, Milliken, Wal-Mart Stores, Inc., among others. As a specific example, Joe has been part of a small team supporting senior executives at Wal-Mart Stores, Inc. as they develop and implement business sustainability strategy. Joe has advised the Asia-Pacific Economic Cooperative (APEC) on its Pacific-Rim Recycling Initiative. He has lectured to the Leadership Lab at MIT's Sloan School of Management and he regularly contributes to various courses at the Darden Graduate School of Business Administration and the McIntire School of Commerce at the University of Virginia. For the 2007 academic year, Joe is an Executive in Residence at Duke University's Nicholas School of Environment and Earth Sciences where he will work with students and faculty in the area of biofuels and sustainability.

From 1996 until 2004, Joe helped establish and grow the product and process design consultancy, McDonough Braungart Design Chemistry (MBDC). As Vice President of Client Relations and Business Tools, Joe led ongoing and new customer relationships as well as MBDC's business and product development efforts. MBDC's groundbreaking work in sustainable design led to several national and international awards for the company and its clients including the 2003 US EPA Green Chemistry Award, the 2003 LOHAS Leaders Award and the UK Design Museum DesignSense Award in 2000.

Joe holds a Bachelor of Science Degree in Business Administration from the Kenan-Flagler School of Business at the University of North Carolina–Chapel Hill and a Master of Urban & Environmental Planning from the University of Virginia.

Joe, his wife Whitney, and their two children live in Charlottesville, Virginia.

Charlottesville, VA 22901  
434.825.8258  
joe@cw100.com  
www.cw100.com