

EXECUTIVE BIOS



CARL SMITH
CEO & PRESIDENT

Carl Smith heads Call2Recycle®, North America's first and most successful battery recycling program. In this capacity, he oversees the organization's strategy, partnerships and management of its national promotion and education efforts. Working directly with its Board of Directors, Smith leads the overall direction of the company.

Smith has extensive experience in strategic marketing, brand positioning, product/business development and environmental leadership. He previously served as the CEO of GREENGUARD Environmental Institute, a non-profit organization that develops and promotes indoor air quality standards and programs. Before that, he was a senior marketing and general management executive with a Fortune 500 company and served in various capacities on Capitol Hill.



JOE ZENOBIO
EXECUTIVE DIRECTOR, CALL2RECYCLE CANADA

Joe Zenobio leads Call2Recycle® Canada, the only free battery and cell phone collection program in North America. As executive director, Zenobio drives the strategic direction for the organization's Canadian presence and serves as the liaison between battery manufacturers, government agencies and Call2Recycle's program participants.

Zenobio brings a wealth of experience in multi-stakeholder collaboration, government and consumer relations, strategic marketing and executive management to Call2Recycle. Prior to joining Call2Recycle, Zenobio served as President of GS1 Canada, a non-profit e-Commerce firm working with retailers nationwide. A native of Toronto, Zenobio has also managed multiple broadcast stations and served as a senior level executive with a major accountancy.



GREG BROE
VICE PRESIDENT OF FINANCE & ADMINISTRATION

As the VP of Finance and Administration, Greg Broe directs the organization's recycling operations, financial reporting, HR, IT and licensee administration functions. Broe spent 10 years in public accounting before moving to the private sector as a financial executive with Call2Recycle® in 1997. Broe is a graduate of the University of Maryland, a CPA and member of the American Institute of Certified Public Accountants.



LINDA GABOR

VICE PRESIDENT OF MARKETING & CUSTOMER SERVICE

Linda Gabor has been with Call2Recycle® since 2005, bringing a strong background in marketing, media and public relations to the organization. As vice president of marketing & customer service, Gabor is responsible for the successful integration of marketing strategies that enhance the Call2Recycle brand and grow the program's collection efforts.

Gabor oversees the marketing department's efforts to raise public awareness for rechargeable battery recycling through advertising, public relations, special events, promotions and partner initiatives. She also leads a team of dedicated representatives who provide exemplary customer service to optimize the collection of rechargeable batteries and cell phones.