

Recyclebank Expands Leadership Team, Taps Paul Winn To Lead Community Solutions

Written by Australian Business

NEW YORK, Oct. 1, 2013 /PRNewswire/ -- [Recyclebank](#)®, the company that rewards people for taking everyday green actions with discounts and deals, announced that Paul Winn has joined its leadership team as senior vice president of client services, community solutions. In this role, Winn leads Recyclebank's efforts to bring its rewards-for-recycling program to new households across the U.S. through partnerships with municipalities and waste haulers. Winn is based in New York City and reports directly to Recyclebank's Chief Operating Officer David Eisendrath

"Paul's background is the ideal fit for Recyclebank's strategic focus, as he brings deep experience in solution sales and account management, as well as a strong track record forging municipal and industry partnerships," said Eisendrath. "Paul's experience with both private and public sector relations and his diverse skill set will be a tremendous asset as we continue to work with communities to educate and encourage consumers to increase recycling and to take other green actions."

This announcement comes on the heels of [recent business momentum](#) for the company with several new launches, multi-year contract renewals, and expansions in multiple geographic areas. Recyclebank is currently active in more than 300 communities in all 50 states. In Winn's new position, he'll work to help communities deepen resident engagement and increase recycling rates. In addition, he'll work to forge new community partnerships and develop new strategies for waste and recycling haulers to extend into existing and new market areas.

"Recyclebank is a pioneer for incentive-based recycling and has a proven track record of working with communities to influence positive behavior change around the way the average

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citizen thinks about waste," said Winn. "It's an exciting time at Recyclebank and I'm looking forward to spurring broader adoption of our program and, in the process, encouraging even more people to make greener choices every day."

Winn joins Recyclebank from Hewlett-Packard where he most recently served as the director and general manager for the New England public sector. In that role he had executive responsibility for all of Hewlett-Packard's activities for the public sector for the New England region. Prior to his time at Hewlett-Packard, Winn spent a number of years at Sun Microsystems where he led sales initiatives and brokered channel partnerships as well as corporate marketing and strategic partnerships.

ABOUT RECYCLEBANK Recyclebank helps create a more sustainable future by rewarding people for taking everyday green actions with discounts and deals from more than 4,000 local businesses and national brands. Through its online platform and partnerships with municipalities, haulers, small businesses and corporate brands, Recyclebank empowers individuals to make a collective impact on the environment by increasing household recycling and taking other environmentally-friendly actions. A Certified B Corporation, Recyclebank has been recognized as a Technology Pioneer by the World Economic Forum, a Champion of the Earth by the United Nations Environment Program and for Outstanding Excellence in Public/Private Partnerships from the U.S. Conference of Mayors. Recyclebank is headquartered in New York City. For more information, visit www.Recyclebank.com

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