



CONTACT

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EDUCATION

MASTER'S DEGREE

Sustainable Development Management

Blas Pascal University | 2022-2024

Coaching and Leadership

EICP | 2018-2019

International Cooperation Projects Management

UNINI - FUNIBER | 2015-2017

Design, Operation and Project Management

UNEATLANTICO | 2017-2019

BACHELOR'S DEGREE

Environmental Management
Blas Pascal University | 2000-2004

SKILLS

Professional

Project Management
Critical Thinking
System Thinking
Communication Skills
Customer service Skills
Coaching and Mentoring
Leadership & Management
Vision Oriented
Creative and Innovative
Cross-cultural Dialogue
Relationship building
Stakeholder engagement
Team Development and Management
Conflict Prevention and Resolution

MARCOS BADRA

ENVIRONMENTAL SUSTAINABILITY, CIRCULARITY, STRATEGIC VISION

Strategic sustainability leader with over 15 years of experience in regulatory affairs and environmental management, specializing in circular economy practices and emissions reduction. Proven track record of influencing public policy and driving industry initiatives to enhance environmental performance. Skilled in building consensus among diverse stakeholders and fostering collaboration to achieve sustainable outcomes. Adept at interpreting complex regulatory documents and communicating technical information effectively. Committed to continuous learning and innovation in rapidly evolving market environments.

PROFESSIONAL EXPERIENCE

PROGRAM MANAGER, CIRCULAR ECONOMY

City of Richmond | 2018-Present

- Developed and led the Hazardous Material Management Program, ensuring compliance with federal and provincial regulations, resulting in over 250 staff members trained and certified in hazardous material handling.
- Spearheaded the integration of circular economy principles across City operations, contributing to Richmond's reputation as a leader in sustainability. Key achievements include:
 - Strategically integrated circular criteria into the City's Procurement Policy, enhancing sustainable procurement practices and integrating circular economy requirements into over 120 competitive processes, resulting in significant cost savings and environmental benefits,
 - Pioneered the development of the Richmond Circular City Strategy (RCCS) as part of the Circular Cities and Regions Initiative, positioning Richmond as a leader in circular economy practices in Canada,
 - Designed and implemented the Reclaimed Asphalt Pavement (RAP) toolkit and pilot project, leading to the first Canadian pilot project using 40% RAP in municipal roads. This initiative engaged the entire regional industry, showcased successful outcomes to local and senior governments, and developed strategic partnerships that significantly advanced material reuse and reduced environmental impact,
 - Organized and led engagement activities with City staff, stakeholders, and other governmental bodies, highlighted by the first vendor-focused Circular Economy Engagement Workshop in Canada, attracting over 100 attendees,
 - Developed the industry engagement plan for embodied carbon emission reduction in Richmond, identifying opportunities to increase efficiency and savings, promoting sustainable practices, and collaborating with the City to track and report consumption-based greenhouse gas emissions, contributing to Richmond's climate action goals,
 - Led environmental initiatives and sustainability practices, capturing insights from other cities, forging strategic collaborations, participating in climate action groups, engaging with the Circular Innovation Council, organizing pilot projects for circular innovation and nature regeneration, and actively participating in Metro Vancouver's Carbon Price Working Group,
 - Reported regularly to Council and the Senior Management Team on program progress and outcomes, including the Sustainability Progress Report and other key documents, ensuring transparency and alignment with city goals.

ENVIRONMENTAL MANAGEMENT PROFESSOR

FICDE | 2016-2018

FICDE is an Educational Institute that offer online professional trainings for companies and professionals in South and North America

- Directed the Environment Department, creating and executing initiatives and programs in environmental management, circular production, and sustainability.
- Developed and delivered in-company training programs on circular economy and environmental sustainability management in partnership with European institutes, enhancing the knowledge and skills of professionals across diverse industries.

SKILLS

Technical

ESG
Circular Economy
Waste Management
Environmental Management
Life Cycle Assessment
ISO EMS, Quality and Audits
Sustainable Development Goals
Environmental Risk Assessment
Services-level Agreement
Proficiency Windows and MS Office

CERTIFICATIONS

High Performance Collaboration: Leadership, Teamwork, and Negotiation
Northwestern University - 2024

Leadership Communication for Maximum Impact: Storytelling
Northwestern University - 2023

Advanced Life Cycle Assessment
BCIT – 2022

Storytelling for Change
Acumen Academy – 2022

Introduction to Embodied Carbon & Whole-Building Life Cycle
BCIT – 2022

An Introduction to Energy Modelling for Staff Municipalities
FCM -2022

Strategies for Effective Engagement, Organization Leadership and Sustainability
University of Colorado Boulder – 2020

Specialization Circular Economy
Technische Universiteit Delft - 2020

Construction Cost and Cost Control
Columbia University -2020

Canadian Environmental Law
EcoCanada - 2016

Languages

Spanish
Native

Portuguese
Bilingual Proficiency

English
Full Professional Proficiency

PROFESSIONAL EXPERIENCE - CONTINUED -

ECOPROCESSA DIRECTOR

LafargeHolcim | 2014-2016

Lafarge (currently LafargeHolcim) is international company specialized in cement and concrete

- Executed industrial circular economy strategic plans, adopting international best practices to reduce operational costs and enhance the sustainability of the company's core business.
- Developed and implemented alternative business solutions for 40 customers, resulting in \$8 million in gross savings.
- Led relationships with governmental regulators, stakeholders, and communities, building consensus and ensuring the successful completion of projects and proposals.
- Managed and improved the strategic plan for obtaining alternative fuels and raw materials from reclaimed waste, increasing availability by 17% (400,000 tons/year) and reducing CO2 emissions by 15% through the use of alternative fuels and raw materials.

ENVIRONMENTAL DIRECTOR

Inambi | 2013 - 2014

Inambi is an outsourcing company specialized in environmental projects, environmental risk assessments and EHS management.

- Implemented Environmental Management Systems (EMS) in manufacturing industries, ensuring compliance with international standards and legal requirements, resulting in a 20% reduction in environmental incidents and a 15% improvement in operational efficiency.
- Developed and executed emergency response procedures, SOPs, and training programs for facility staff, enhancing safety and preparedness across all levels of the organization.
- Implemented EHS programs and sustainability initiatives focused on circular economy, zero waste, waste management, recycling, and clean production, achieving a 35% reduction in waste and a 22% increase in recycling rates.

ENVIRONMENTAL DIRECTOR

Ambipar Group | 2007-2012

Ambipar Group is an outsourcing company specialized in environmental services, utilizing new business models to provide economically competitive and cutting-edge environmental services, often with enhanced service delivery.

- Planned, developed, and delivered solid waste services across 19 recycling and treatment operations in client facilities, decreasing operational and logistics costs by 14%.
- Led the operation of five composting facilities for industrial and urban organic waste, transforming 1 million tons of organic waste into high-quality fertilizer, ensuring compliance with legal standards and market demands.
- Managed Lean Six Sigma projects and innovative environmental initiatives, including zero waste programs, green fleet management, and sustainability initiatives for high-profile clients such as Embraer, International Paper, BASF, Johnson & Johnson, VW, and Vale, resulting in a 30% reduction in emissions, 96% client satisfaction, identification of 15 new business opportunities, and a 27% increase in operational efficiency.
- Enhanced revenue by reducing staff turnover, achieving an 18% cost reduction through improved employee retention strategies.
- Developed and implemented EHS Management Systems within manufacturing industries, ensuring compliance with international best practices and reducing accidents by 95%.

ENVIRONMENTAL COORDINATOR

Qualitas Consultancy | 2004 - 2007

Qualitas is a consultancy firm specialized in environmental projects, environmental assessments and integrated system management.

- Implemented Integrated Management Systems (ISO 9001, ISO 14001, ISO 18001) for external clients, leading internal audits and developing operational procedures, resulting in improved compliance and efficiency.
- Managed environmental projects and conducted urban waste evaluations and impact studies, exceeding business goals and improving project completion times by 19%.