

# Call2Recycle Canada, Inc.

Changing habits. Inspiring action.™

**Joe Zenobio**  
**President**  
**Toronto office**

Joe Zenobio leads all areas of Call2Recycle Canada, Inc. As President, Joe is responsible for establishing and achieving the strategic direction, key stakeholder management, and culture of the organization.

He brings a wealth of experience in multi-stakeholder collaboration, government and consumer relations, strategic marketing, and executive management to Call2Recycle Canada, Inc. Prior to joining Call2Recycle, Joe served as Senior Vice President and Chief Solutions Officer of GS1 US, President of GS1 Canada, a non-profit e-Commerce organization working with retailers nationwide and managed multiple broadcast stations and served as a senior-level executive with a major accounting firm.

Joe has a B.Comm from the University of Toronto and is a Chartered Accountant – CPA.



# Call2Recycle Canada, Inc.

Changing habits. Inspiring action.™

**Jon McQuaid**  
**Vice-President, Marketing & Account Management**  
**Toronto office**

As VP of Marketing & Account Management for Call2Recycle Canada, Jon leads the Marketing and Account Management strategy and execution to enhance the company brand and increase public education and awareness. Jon oversees all advertising, media, public relations, communications, special events, and account partner programs to continue raising awareness of the importance of end-of-life battery recycling.

Jon has over 15 years of B2B and B2C experience in multi-unit retail and hospitality with extensive knowledge of all areas of marketing in a wide variety of industries. As a strong leader that has built and led many teams, Jon has been commended for his exceptional ability to select, develop, and retain team members.

Jon McQuaid is an MBA graduate of Queen's University and holds a Bachelor of Business Administration degree from the University of Toronto. Jon also attended Northwestern Kellogg School of Business Executive Education for Digital Marketing Strategies.



# Call2Recycle Canada, Inc.

Changing habits. Inspiring action.™

**Line Bérubé**  
**Director, Eastern Canada**  
**Montreal office**

Line is responsible for the battery recovery and reclamation program in Quebec and the Atlantic Provinces, ensuring positive government relations, accountability, reporting, and management of the Quebec Deliberative Council. Line contributes to the yearly strategic plan to generate growth, secure appropriate program funding, and achieve recovery and recycling objectives.

She is an accomplished manager and communicator, distinguished by her ability to establish and maintain relationships with various stakeholders. She integrates social responsibility and sustainable development principals into the business models of organizations she has worked with, including Recyc-Quebec, Aluminerie Alouette, and Cirque Du Soleil.

Line has an Executive MBA from Université du Québec à Montréal (2002).



# Call2Recycle Canada, Inc.

Changing habits. Inspiring action.™

**Annie Hsu**  
**Director, Finance**  
**Toronto office**

Annie's responsibilities include full cycle accounting, finance, and administration, as well as developing and implementing internal control process and procedures, and seeking opportunities for business improvements.

She has more than 20 years of progressive experience in finance and operations management. Before joining Call2Recycle, Annie served as Vice President of Finance and Administration at CropLife Canada, a world-leader in lifecycle stewardship of plant science innovations and biotechnology.

Annie graduated from York University with a Bachelor of Administrative Studies (Accounting) and received a Certified Public Accountant (CPA) designation in 2002.



# Call2Recycle Canada, Inc.

Changing habits. Inspiring action.™

**Kristen Romilly**  
**Director, Western Canada**  
**Vancouver office**

Kristen oversees the provincially mandated consumer battery collection and recycling program across Western Canada, working closely with various stakeholders to increase battery recycling awareness, maximize battery diversion from landfills, and ensure safe and responsible recycling.

Kristen has experience helping organizations with opportunities and challenges related to environmental affairs, sustainability, product stewardship, and communications.

Kristen is a graduate of the University of Victoria with a Bachelor of Arts degree in Political Science. She also completed her Master of Arts degree in Communications from Royal Roads University, with a focus on environmental sustainability and the prevention of greenwashing related to consumer products.





# Call2Recycle Canada, Inc.

Changing habits. Inspiring action.™

**Rolando Velasquez**  
**Director, Compliance & Operations**  
**Montreal office**

At Call2Recycle, Rolando serves as a subject matter expert and helps advise on regulatory changes and their impact in relation to the transportation and recycling of consumer and electric vehicle batteries (EVB). He leads all activities related to sourcing, fulfilment, transportation, and processing/recycling.

Rolando is an experienced professional with over 10 years of experience in managing and optimizing Operations, Environmental Sustainability and Regulatory Compliance. He has international experience in environmental engineering and sustainability.

Fluent in English, French, and Spanish, Rolando is a graduate of Brigham Young University and McGill University and registered as a Professional Engineer in Quebec.



# Call2Recycle Canada, Inc.

Changing habits. Inspiring action.™

**Viviane Wans**  
**Director, Business Management & Human Resources**  
**Toronto office**

As a member of the management team, Viviane is responsible for the organization's administration, customer service, and human resources functions. She leads the efforts for talent acquisition, development, and retention and leads the ERP system implementation to drive efficiency and productivity throughout the organization.

Before joining Call2Recycle, Viviane has worked with the TDL Group, the United States Agency for International Development - USAID, Electricité De France - EDF, and in the manufacturing sector.

Viviane speaks three languages and holds a BCom with a major in Accounting and a Chartered Accountant - CA designation.



# Call2Recycle Canada, Inc.

Changing habits. Inspiring action.™

**Sean Weeks**  
**Director, National Account Management**  
**Toronto office**

Sean's focus is growing collection volume, managing revenues, and developing customer relationships across Canada. Sean is further responsible for developing strategic initiatives and maximizing opportunities in partnership with key national accounts.

He has worked extensively in the oil and gas waste and recovery industry and the solid waste and recycling industry. In this capacity, Sean became familiar with various downstream waste and recycling processes.

Sean is a graduate of the University of Ottawa in Political Science and Global Studies.

