

Executive Biography

Marty Metro is the Founder & CEO of UsedCardboardBoxes.com (UCB), a national, venture-funded company tackling the gratuitous \$49+ Billion cardboard industry in the US, where most cardboard boxes are used only once, then recycled or simply thrown away. Metro developed the “Rescue, Resell, Recycle” model and led UCB’s expansion across the US and into Canada. A former “Big 6” consultant, Metro is a passionate eco-entrepreneur with over fifteen years experience in enterprise technology, supply chain consulting and business development.



Through UCB, Metro works with large manufacturers, distributors and retailers to “rescue” quality used boxes from within their supply chain, rather than having them simply be recycled... or even worse, thrown away. UCB then inspects, sorts, re-palletizes and inventories those boxes to be resold via their website, at deep discounts. Quality used shipping boxes are sold by the truckload to companies, nationwide. UCB also makes convenient moving kits, complete with all the necessary accessories, for residential customers. These kits are delivered via UPS in just 1-2 days to any address in the US, and UCB provides free shipping on all consumer orders.



Just after the fall of the .com era, Metro began a retail business model called Boomerang Boxes. Enduring 3 long years of bootstrapping, yet not able to turn a profit or even take a salary, Metro was forced to cease operations and absorb over \$300,000 of personal debt. Devastated but not discouraged, Metro took a “day job” and went back to the drawing board. Within on year, Metro was able to raise venture capital, rewrite the business plan and launch the technology-centric model, known today as UsedCardboardBoxes.com.

Prior to boxes, Metro held executive roles at leading technology and consulting firms. He oversaw sales and operations worldwide as VP of The EDCO Group, an enterprise technology consulting firm. As Global Project Manager for AT&T Solutions, he managed large-scale process improvements across this international telecom giant. Metro began his career as at “Big 6” consultant with Andersen Consulting, where he worked with Fortune 500 clients to implement enterprise technologies and manage the large-scale changes that ran parallel.

Metro holds an MBA from the University of Arizona, with concentrations in Information Systems and Management. Metro graduated *Cum Laude* from the University of Maryland and currently resides in Los Angeles with his wife Tracy (a TV host and producer) and their rescued Italian Greyhound “dogger” named Sasekele.

Public Speaking

Today, Metro enjoys sharing his knowledge and insights through advising, consulting and public speaking. Striving to apply the same best practices and state-of-the-art technologies he learned in his career as a consultant, Metro leads UCB internally and works with as a consultant to other companies who have similar values.

Marty Metro presents to audiences of all sizes and has spoken at leading eco-events nationwide, including Go Green Expo, MiaGreen and The Walmart / Good Housekeeping Green Expo. He has also spoken at prestigious institutions across the country including: Dow Jones; The Tech Coast Venture Network; Los Angeles Venture Association (LAVA); UCLA; USC; Pepperdine; Loyola Marymount and many others. His passionate and thought-provoking topics include:

“Teach a Man to Fish and he MIGHT be able to Save the Whales...”

To create a successful business model (let alone GREEN business model), you must build a model that sustains itself first, before it gives too much to others.

“Startups (Even Green Startups) are as Easy as 1, 2, 3 ... Yeah, Right!”

Critical components to a successful startup are: Idea, Execution and Cash Flow. If you can't generate cash flow, don't waste your time on the first two!

“Step Away from the Vehicle...”

To succeed in business, you MUST look at your company from the outside, in. Strategic partners can help (or hurt) you with this.

“The Business of Reuse: Five Ways to Create Real Value in Your Supply Chain, Through Reuse”

Recycling is all the rage, but reuse costs less and has less environmental impacts. And it's easy to get real value.



Marty and the team at UCB have garnered impressive media attention, including ABC, CBS, NBC and CNN.



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