GREENSUMMIT
SEPTEMBER 5-6, 2008
PHOENIX COVENTION CENTER

TRACK NAME
Guide to Greening a Business – Local First Arizona

SESSION NAME
Using Sustainability as a Guide for Business Growth

DATE + TIME + ROOM NUMBER
Saturday Sept. 6th – 4:00pm – 103A

SESSION DESCRIPTION
Jeff Martin is not just building a business as CEO of Yulex Corporation; he's also establishing a new, sustainable industry based on guayule, the arid crop native to Arizona, at the same time. Martin will share the success factors entrepreneurs, executives and managers need to make their existing businesses more sustainable or launch new sustainable businesses? What are the obstacles and how to mitigate them? What are the opportunities and how to go after them? Learn how to make sustainability work from a successful entrepreneur with first-hand experience winning business with Fortune 500 companies.

PRESENTOR(s)
Jeff Martin – CEO of Yulex Corporation

PRESENTOR BIOGRAPHY(s)
Jeffrey Martin is a seasoned executive from the biotechnology and medical device industry. Under Martin's leadership, Yulex Corporation became the first commercial enterprise to produce biobased, medical-grade latex that is safe for people with latex allergy as well as a variety of other green products based on the arid crop guayule.

Prior to co-founding Yulex, Martin was a corporate officer and Vice President of Sales for Safeskin Corporation, a leading manufacturer and marketer of latex medical devices. Martin joined Safeskin prior to its successful IPO and was instrumental in positioning the company as "The Best Small Company in America" (Forbes Magazine, 1996). At Safeskin, Martin was responsible for the acquisition of Tactyl Technologies, where he was elected a director in 1996, and Advanced Quality Leadership in 1997.

Martin launched the sales operations of London Rubber Company's (Regent Medical) U.S. startup in 1986, which subsequently became a global leader in the surgical glove market. Martin has also held positions as both a scientist in R&D and a sales executive with the Professional Healthcare Group of the Kimberly-Clark Corporation, and the Ethicon division of Johnson & Johnson, Inc. in the Polymer Development Department.

Martin has a formal education in engineering from the Georgia Institute of Technology where he was recently inducted into the Academy of Distinguished Engineering Alumni.