

Carl E. Smith
CEO & President, Call2Recycle
NSAC Advisor

Carl E. Smith heads Call2Recycle®, North America's first and most successful battery recycling program. In this capacity, he oversees the organization's strategy, partnerships and management of its national promotion and education efforts. Working directly with its Board of Directors, Smith leads the overall direction of the company.

Smith has extensive experience in strategic marketing, brand positioning, product/business development and environmental leadership. He previously served as the CEO of GREENGUARD Environmental Institute, a non-profit organization that develops and promotes indoor air quality standards and programs. Before that, he was a senior marketing and general management executive with a Fortune 500 company and served in various capacities on Capitol Hill.

Smith currently serves on the boards of the Green Electronics Council as Treasurer, Global Product Stewardship Council (Global PSC) as Treasurer, Call2Recycle Canada, Inc., and the Hawken School (Ohio). He also has previously served on the board of Quality Care for Children.

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