

Wes Nelson
Sales & Marketing Manager
GreenWaste Carpet Recycling

Wes Nelson is the sales and marketing manager for GreenWaste Carpet Recycling (GWCR), a division of GreenWaste Recovery, Inc. based in San Jose, California.

He has been involved in the sales and marketing of products, installation and services within the flooring industry for over 25 years in Northern California and evolved into the recycling end of the business in June 2011, prior to the implementation of California's AB2398 on July 1, 2011.

Since his arrival into the post consumer carpet (pcc) recycling and landfill diversion industry, he has successfully grown and enhanced GWCR abilities to accept many other flooring related materials removed from residential and commercial environments for recycling.

Although the initial emphasis for carpet recycling targeted residential carpeting only, Wes has also established a commercial carpet and carpet tile recycling program with area demolition contractors and commercial carpet manufacturers to recycle and/or divert an estimated 75% of these materials from our valuable landfills. These reclamation projects have included work at Google, Cisco, Stanford University, Kaiser and the Moscone Center (SF) just to name a few.

Wes has also assisted many city and county governments throughout California with information and proposals in initiating pcc recycling and diversion efforts at their area facilities, along with collaborating with the Regional Council of Rural Counties in the initial six county carpet recycling pilot programs. He is active with the California Resource Recovery Association, the Northern California Recycling Association, USGBC, the GreenTeam of San Joaquin County and CARE (Carpet America Recovery Effort) and has recently participated as an expert on panel discussions for CalRecycle at stakeholders meetings regarding the California Carpet Stewardship Program.

Wes lives in Roseville, California with his wife and daughter and in his spare time enjoys backpacking, golf and gardening.