

2025 Fourth Annual Symposium on Environmental and Social Sustainability in Supply Chains

Scheller College of Business, Georgia Institute of Technology
Kelley School of Business, Indiana University

Knowles Conference Center, [85 Park Pl NE, Atlanta, GA 30303 \(link to map\)](#)

October 25th, 2025

9:00 AM Check-in and Refreshments

9:20 AM Welcome & Opening Remarks
Anuj Mehrotra, Dean and Stephen P. Zelnak Jr. Chair, Scheller College of Business, Georgia Tech

9:30 AM [Working Across Disciplines](#)
Beril Toktay, Regents' Professor, Scheller College of Business; Executive Director, Brook Byers Institute for Sustainable Systems, Georgia Tech

10:05 AM [Sustainability Management in the Corporate Sector – Challenges and Opportunities](#)
Ben R. Jordan, Adjunct Instructor, Emory University/Georgia Institute of Technology (Former Director, The Coca-Cola Company)

10:40 AM Coffee Break

11:00 AM [Wildlife at Risk, People on the Move: Addressing Global Displacement and Trafficking](#)
Colinne Bartel, AC Innovation GmbH and Truffle Time

11:35 AM [Sustainability and the Operations Management Community and Beyond](#)
Georgia Perakis, William F. Pounds Professor, MIT Sloan School of Management

12:10 PM Lunch

1:10 PM [PhD Student Flash Talks](#)

1:45 PM [Developing Online and Offline Markets for Circularity](#)
Blake Gordon, General Manager – Digital Trading at Georgia-Pacific Recycling

2:20 PM [Limits on Sustainability Investment by Rational Investors](#)
Christoph Loch, Professor, IESE Business School, University of Navarra

2025 Fourth Annual Symposium on Environmental and Social Sustainability in Supply Chains

2:55 PM Coffee Break

3:15 PM [Panel Discussion I: Industry Perspectives on the Circular Economy](#)

Moderator: **Andre Calmon**, Faculty Director, Ray C. Anderson Center for Sustainable Business, Scheller College of Business, Georgia Tech

Panelists:

Blake Gordon, Georgia-Pacific

Kashi Sehgal, Retaaza

Katherine Shayne, CIRT

4:15 PM [Panel Discussion II: Advancing Sustainability Scholarship](#)

Moderator: **Owen Wu**, Kelley School of Business, Indiana University

Panelists:

Christoph Loch, IESE Business School, University of Navarra

Georgia Perakis, MIT Sloan School of Management

Beril Toktay, Scheller College of Business, Georgia Tech

5:00 PM Closing Remarks

Suvrat Dhanorkar, Scheller College of Business, Georgia Tech

Organizers:

Suvrat Dhanorkar

Scheller College of Business, Georgia Tech

Owen Wu

Kelley School of Business, Indiana University



Georgia Tech
**Scheller College
of Business**



**KELLEY SCHOOL
OF BUSINESS**

INDIANA UNIVERSITY

Speakers at the Fourth Annual Symposium on Environmental and Social Sustainability in Supply Chains



Colinne S. Bartel

Truffle Time, a subsidiary of AC Innovation GmbH

Colinne Bartel is the owner of Truffle Time, a subsidiary of AC Innovation GmbH. AC Innovation serves as a marketing and business development catalyst for entrepreneurs. As chief project manager, Ms. Bartel was responsible for capital expenditures and acquisition integration for an Advent International portfolio company that executed one of the fastest growing telecommunications buy & build projects in Europe.

After finalizing her MBA and a research trip in East Africa in 2002, Colinne joined McKinsey & Company. Ms. Bartel holds a B.A. in Political Science from University of California, Los Angeles, an M.A. in International Relations from the Claremont

Graduate School and a dual MBA in Strategy and Finance from The Peter F. Drucker School of Management and the EDHEC Business School. Her passions are sports, conservation, the arts and cultural exchange.



Andre Calmon

Scheller College of Business, Georgia Institute of Technology

Andre Calmon is an Associate Professor of Operations Management at Georgia Institute of Technology's Scheller College of Business and Faculty Director of the Ray C. Anderson Center for Sustainable Business. His research uses data analytics and mathematical modeling to explore how organizations can leverage operational excellence and business model innovation to drive profitability while creating positive social and environmental impact. In 2024, he received Georgia

Tech's Brady Family Award for Faculty Research Excellence.

Dr. Calmon's teaching focuses on the intersection of operations management, business model innovation, and sustainability. His sustainability pedagogical materials earned the Page Prize, and he was named a Jim Pope Create-X Fellow in 2021. He holds a Ph.D. in Operations Research from MIT, an M.Sc. in Electrical Engineering from the Universidade Estadual de Campinas (Unicamp), and a B.Sc. in Electrical Engineering from the Universidade de Brasília (UnB).



Blake Gordon

Georgia-Pacific Recycling

Blake Gordon is the General Manager of Digital Trading at Georgia-Pacific Recycling, where he leads marketing, customer experience, and strategic transformation initiatives. He is passionate about performing work worth doing and is highly regarded for his intuition in understanding customer problems and creating solutions to solve them to the benefit of the customers, the economy, and the environment. Blake spearheaded the development of the hubbIT digital trading platform, which has earned prestigious recognition including the Georgia State Max Innovation Award, a Gold Stevie Award from the American Business Awards, and was honored as a Fast Company: Best World Changing Ideas for North America in 2025. Blake holds an MBA from Georgia Tech's Scheller College of Business.

Blake holds an MBA from Georgia Tech's Scheller College of Business.



Christoph Loch

IESE Business School, University of Navarra

Christoph Loch is Professor in the Operations, Information and Technology Department at the IESE Business School. Previously, he was a Professor at the Cambridge Judge Business School, where he served as Dean from 2011-2021, and a chaired Professor at INSEAD from 1994-2011. He currently serves as the Editor-in-Chief of *Management Science*.

His research explores how organizations make innovation happen—encompassing innovations in products, processes, and practices, with a focus on what occurs on the ground rather than merely at the strategic level. This interdisciplinary work bridges multiple fields, ranging from project management and processes (operations), to strategic portfolios and strategy deployment (strategy), to organizational structures and cultural habits (sociology), and to the motivation of educated and autonomous personnel (psychology). Specifically, Professor Loch's research interests span six broad areas: concurrent engineering and coordination in complex systems; managing highly novel, uncertain and ambiguous initiatives; resource allocation, portfolio management, and strategy deployment; performance measurement in R&D and uncertain projects; incentives, motivation and cultural evolution (behavioral economics); and manufacturing management and strategy deployment.

He is keen on doing research that achieves impact and he has consulted with organizations (small and large companies as well as nonprofits) in the Americas, Europe, Asia and Africa. He spent a year as a visiting professor in China in 2023-2024. He was identified as one of the top ten Innovation researchers worldwide in the *Journal of Product Innovation Management* in 2012, and he was identified as one of the top ten researchers worldwide in Operations Management in the journal *Decision Sciences* in 2020.

Professor Loch holds a Ph.D. from the Graduate School of Business at Stanford University, an MBA from the University of Tennessee Knoxville, and a Diplom-Wirtschaftsingenieur degree from the Darmstadt Institute of Technology in Germany.



Ben R. Jordan

Emory University and Georgia Tech, formerly The Coca-Cola Company

Ben R. Jordan recently left The Coca-Cola Company after a 30-year journey that took him to 50 countries leading global programs on packaging, climate and sustainable agriculture. In his time as a leading sustainability practitioner, Ben worked in both Coca-Cola's North American and global organizations, in a dozen different roles focused on both internal operational issues and relationship-building with key stakeholders.

In his last role with the Company, for 8 years he led Coca-Cola's engagement with external stakeholders on plastic and circular economy and was the Company's representative with the Ellen MacArthur Foundation, World Wildlife Fund, World Economic Forum Global Plastics Action Partnership and Business Coalition for a Global Plastics Treaty. He co-chaired the Business Coalition's engagement in the UN plastics treaty negotiation process. Over the years, Ben participated actively in Coca-Cola's involvement with a number of other leading environmental organizations, including the Coalition for Environmentally Responsible Economies (CERES) and The Nature Conservancy. Currently, Ben sits on the Board of the Metro North Georgia Water Planning District and Advisory Board of Chattahoochee Riverkeeper.

Ben has Bachelor's and Master's degrees from Massachusetts Institute of Technology (MIT) and serves as an Educational Counselor for MIT, interviewing prospective undergraduate students from the Atlanta area. He has a Ph.D. in Public Policy (Environmental Policy specialty) from Georgia Tech. He is an adjunct instructor at Emory University and Georgia Tech.

Ben lives in Decatur, Georgia, where he served as a founding member of the City of Decatur Environmental Sustainability Board, helping drive efforts in one of metro Atlanta's most progressive municipalities.



Georgia Perakis

MIT Sloan School of Management

Georgia Perakis is a Professor of Operations Management, Operations Research & Statistics at the MIT Sloan School of Management. She serves as the co-director of the MIT Operations Research Center. Perakis is also the editor-in-chief of the *Manufacturing & Service Operations Management* journal. Previously, she served as the John C Head III Dean (Interim) of the MIT Sloan School of Management, Associate Dean for SERC (Social and Ethical Responsibilities of Computing) in the Schwarzman College of Computing and

MIT Sloan. During the period 2017-2022, she served as the faculty director of the EMBA program at MIT Sloan, while during July 2009-2015, she served as the MIT Sloan faculty co-director of the Leaders for Global Operations Program at MIT. She has also served as the group head of the Operations Management group at MIT Sloan School from 2010-2017.

Perakis teaches courses and performs research in analytics/AI, in particular in the intersection of optimization and machine learning with applications in pricing, revenue management, supply chains, healthcare, and energy applications, among many others. She has taught in a variety of programs such as undergraduate, MSc, PhD,

MBA, and EMBA programs across MIT. For her teaching, Perakis won the Graduate Student Council Teaching Award in 2002 as well as the Jamieson Prize in 2014 for excellence in teaching, and the Teacher of the Year award (among all faculty at the MIT Sloan School) in 2017.

She has received the CAREER Award from the National Science Foundation and the PECASE Award from the Office of the President on Science and Technology. In 2016, she was elected as an INFORMS Fellow, and in 2021 as Distinguished MSOM Fellow. Both of these recognize individuals for lifetime achievement to the field. In addition, her work has received recognition with many awards such as the TSL Best Paper Award, the Best Paper competition of the Informs Service Science Section several times as well as Best Application of Theory Award from NEDSI (Northeast Decision Sciences Institute) Conference among others. Her work on predicting demand for new products with Johnson & Johnson won first place at the Applied Research Challenge Competition in 2018. Her paper with Oracle as well as her work with Wayfair both received second place in the M&SOM practice-based best paper competitions in 2019 and 2021 respectively. Her work was also a finalist at the JD.com competition at the 2019 POM conference as well as in the IAAA (Innovative Applications of Analytics Award). Her paper on subsidies received the 2019 best paper award published in Management Science. Her work on COVID-19 won the best conference paper award at ICSS, second place at the INFORMS Doing Good with Good OR competition, second place at the Service Science IBM best student paper competition and honorable mention at the INFORMS Public Sector OR Section.

She has also served as America's editor in chief of the Journal of Pricing and Revenue Management and as department editor for the journal Service Science in the area of Analytics. She has served as the chair of the RMP Section of INFORMS and as the VP of Meetings of the MSOM Society of INFORMS.

Perakis holds a BS in mathematics from the University of Athens as well as an MS in applied mathematics and a PhD in applied mathematics from Brown University.



Kashi Sehgal

Retaaza

Kashi Sehgal is Founder & CEO of Retaaza – a B corp focused on fairer food systems through supporting local farmers, food waste recovery, and feeding our hungry. She started her first company in 2005 and has become a seasoned entrepreneur building companies and nonprofits in sustainability, education, ethics, technology, economic development, entertainment, homelessness, and more.

Kashi has worked with several global corporations running strategy and business development across digital, design, ecommerce, supply chain, and manufacturing. As a consultant she has worked with governmental organizations and Fortune 100s on organizational development, strategy, and growth. Kashi especially enjoys working with startups, early-stage companies, and nonprofits.

She is an advisor, mentor, and investor to entrepreneurs and companies globally and serves as an advisor to a purpose-driven private equity group. Kashi serves on boards such as The Carter Center's Board of Councilors, Gateway Center, Emory University's Center for Ethics, and a variety of others in her community.



Katherine Shayne

CIRT

Katherine “Kat” Shayne is a founder and CEO of CIRT. Before starting CIRT, Kat worked as an engineer and researcher focused on circular materials management and marine litter at the UGA New Materials Institute, as well as a circularity and sustainability consultant. Kat holds two degrees in engineering. She has a passion for bridging science and technology with business and on the ground solutions in communities, especially with regards to waste management and new materials. She has presented at the United Nations as well as to various foreign governments on the topic of plastic pollution and circular

materials management. She is a 40 under 40 honoree, OneYoungWorld Lead 2030 winner, and a World Economic Forum Top Innovator.



Beril Toktay

Scheller College of Business, Georgia Institute of Technology

Beril Toktay is Regents' Professor and the Brady Family Chairholder in the Scheller College of Business. She serves as Executive Director of the Brook Byers Institute for Sustainable Systems. A globally recognized leader in sustainable operations management, Dr. Toktay has dedicated her career to bridging academic excellence with real-world impact in sustainability research and education. Since joining Georgia Tech in 2005, Dr. Toktay has established herself as an influential leader in sustainability scholarship and cross-institute

initiatives. She founded the Ray C. Anderson Center for Sustainable Business and co-created the Center for Serve-Learn-Sustain (SLS). Under her leadership as Executive Faculty Co-Director, the SLS team expanded sustainability-focused academic community engagement across Georgia Tech until its 2024 institutionalization as the Center for Sustainable Communities Research and Education within BBISS. Most recently, she co-chaired Georgia Tech's Sustainability Next Strategic Plan Implementation Team, under which Georgia Tech recommitted to growing BBISS, elevated and restructured the Office of Sustainability, and launched the Sustain-X startup accelerator, educational innovation and transdisciplinary research seed grant programs, the Climate Action Plan, and the Sustainability Education Curriculum Committee.

A Distinguished Fellow of the INFORMS MSOM Society, Dr. Toktay is internationally recognized for her research in sustainable operations management spanning circular economy models and climate mitigation strategies. Her circular economy research includes developing improved Extended Producer Responsibility cost allocation mechanisms recommended for adoption by the UK government. Her climate mitigation work features in a multi-university project that identified Georgia's top twenty decarbonization solutions, catalyzing the creation of the 70-member Drawdown Georgia Business Compact facilitated by the Ray C. Anderson Center. Dr. Toktay's research has earned recognition including being named among the World's Top Business and Management Scientists (Research.com, 2024), the M&SOM Best Paper Award (2021), the M&SOM Responsible Research Award (2019), and the Management Science Best Paper in Operations Management Award (2015).

Dr. Toktay serves on the boards of the New York Climate Exchange, Georgia Cleantech Innovation Hub, and Alliance for Research on Corporate Sustainability. Her professional service includes VP for Marketing, Communications, and Advocacy at INFORMS, Department Co-Editor for "Health, Environment, and Society" at Manufacturing & Service Operations Management and Area Editor for "Environment, Energy, and Sustainability" at Operations Research. She served as the Scheller College of Business ADVANCE Professor from 2012-2020.

Dr. Toktay holds a Ph.D. in Operations Research from MIT, an M.S. in Industrial Engineering from Purdue University, and B.S. degrees in Industrial Engineering and Mathematics from Bogazici University.

Symposium Program Co-Chairs



Suvrat Dhanorkar

Associate Professor
Scheller College of Business
Georgia Tech



Owen Wu

Associate Professor
Kelley School of Business
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