

Green, Red and Black: Sustainable Business Practices in Tough Times and Beyond



Don Bartell

Senior Director, Environmental Initiatives
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Don Bartell is the Senior Director of Environmental Initiatives for Motorola. In this role, Bartell is working with teams across the company to aggregate various environmental stewardship efforts into a comprehensive strategy to continue to advance and showcase Motorola's commitment to Corporate Responsibility. Under his leadership, Motorola is also driving environmental improvements across the entire value chain and helping other companies reduce their carbon footprint.

Prior to this role, Bartell was one of the founding members and leaders of Motorola's corporate innovation team known as the Early Stage Accelerator. He also led projects with Motorola Labs and the business units that resulted in the first prototype ECOMOTO cell phone, a wind- and solar-powered cell site in Namibia and a variety of fuel cell and alternative energy projects.

Bartell joined Motorola in 1991 as one of the original members of the Network Management Group (NMG) - a team that created joint ventures around the world to offer cellular services - serving in Strategy, Planning, Marketing, Transactions and Business Development roles. His accomplishments include creating joint ventures to offer cellular services in Latin America, Europe and the Middle East and also forming Motorola's GSM cellular company in Jordan. He served on the Board of that company as well as the Board of Omnitel, Motorola's integrated wireless telecommunications joint venture in Lithuania.

Prior to Motorola, Bartell held various new business development and P&L management positions at chemical manufacturer, Hercules Inc. He was also Vice Chairman of Semi-Gas Systems (a founding member of SEMI-Sematech) and a Board member of EKC Technology, two entrepreneurial semiconductor industry suppliers.