

Mark Woolbright

Living Wall Consulting and Innovation for the Green Building Marketplace

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Summary

MISSION: I believe green-space and habitat must always be returned to the built environment and I love the challenge of creating new ways to accomplish it.

Greenwall Ventures offers Living Wall consulting for design firms in the green building market, as well as product design and enhancement, continuing education and product licensing. Review our full offering at www.greenwallventures.com and contact me at 314-394-8715 to add us to your green building team.

HISTORY: I patented a line of plantable, "green" retaining modules over 25 years ago and have been promoting the Living Wall niche ever since. The retaining wall market has seen many changes in that time and I have always believed that my living wall "niche" could become the main market once products became widely available, widely known and once the sustainability movement grew to be the major influence in building systems. We are at that moment in time!

I have been manufacturing and marketing "living wall" systems most of my adult life and as part of Filtrexx, International, created a suite of living wall products that perform across a variety of service needs and price points. Their line of living wall systems represent the culmination of all my experience and my wish list of product features developed throughout my career thus far.

I am passionate about increasing awareness for the beneficial use of living structures and partner with companies looking to expand into the sector.

SPECIALTIES: Living Wall consulting, product design, innovation in manufacturing methodology, intellectual property development, sustainable building and the use of plantable building systems, concrete molding technology, plastic injection molding, marketing, sales training, public speaking, group education regarding green building systems, vegetation selection assistance, testing and compliance for retaining wall systems and living walls.

Experience

Managing Member at Greenwall Ventures, LLC
November 2005 - Present

A platform for off-site innovation offering living wall consulting, product creation, enhancement and education. In addition to new patented products for Saint Louis Retaining Wall Company and The Living Wall Company, consulting assignments with Furbish Company of Baltimore, MD and Filtrexx International of Akron, OH yielded 2 new IP assets that successfully expanded their target markets, product line and revenue.

V.P. and LivingWall Division Manager at Filtrexx International

May 2014 - March 2018 (3 years 11 months)

Direct report to President of Filtrexx, a venture entirely held by Conwed Plastics which was acquired by SWM International, Inc., a public company in Jan 2017.

Tasked with revenue and market growth of Filtrexx's newest division located in Saint Louis, MO. Provided leadership and collaboration with all directors for overall growth of company and successful integration with Conwed and SWM. Responsible for establishment of division, office, warehouse operations for national fulfillment, hiring of sales and technical team, training and management of inside and outside sales staff with full P&L responsibility for operation as it pushes innovative and proprietary systems into the green-building marketplace. Development of niche positioning, messaging, products and presentations for national sales staff. Established industry visibility and brand awareness through social media, Google AdWords and delivery of monthly webinar series directed to the architectural / engineering communities nationally. Frequent industry conference speaking and group education seminars. Sales channels include both B2B and B2C with an emphasis on scalable B2B opportunities. View company at <https://www.filtrexx.com/en>

Division Manager

April 2014 - March 2018 (4 years)

Filtrexx International acquired The Living Wall Company, LLC to quickly establish a new Living Wall Division as it seeks to expand into "green", "living" and vertical applications for its industry leading sustainable technology. Tasked with leveraging core Filtrexx technology for new markets, competitive advantage and higher margins. Efficiently assessed needs, moved through design, R&D and field trials to yield 4 new patent applications in 18 months. Successfully lead product development and improvement of 6 new products, IP creation, brand enhancement, market development, technical training, support and integration of division operations into entire company. View products at <https://www.filtrexx.com/en/livingwalls/home>

Managing Member at The Living Wall Company, LLC

December 2011 - April 2014 (2 years 5 months)

Established to take a leadership position in the emerging market for green building products and the trend toward vertical living walls worldwide. Rather than promote components alone, LWC was created to deliver a range of niche living wall systems as complete turn-key packages to fully serve customer needs. Core product lines based on proprietary IP from Greenwall Ventures as well as other market leading products offered through exclusive distribution agreements.

President

June 1992 - December 2007 (15 years 7 months)

Founded company to manufacture, market and sell a newly patented, concrete "living" retaining wall product. Successfully created a market for "living" wall systems throughout the Midwest with millions of square feet of built systems performing in market segments such as commercial site development, departments of transportation, municipalities, residential home development and landscape. Awarded 7 patents for proprietary products and methods of manufacture. Developed an industry leading staff of inside and outside sales professionals as well as a dedicated concrete manufacturing facility with a staff of up to 30 at peak times. Expanded manufacturing operations multiple times while diversifying production with several licensed structural concrete systems and methods of manufacture.

Triton Construction, LLC; Saint Louis, MO - January 2003 - March 2006 (acquired by expanding competitor)

Managing Member - Commercial retaining wall construction company, signatory to Laborers Union Local #110 and primarily engaged in the building of site-development walls based on the products manufactured by Saint Louis Retaining Wall Company.

Education

Eastern Illinois University

Bachelors, Zoology, 1982 - 1987

Activities and Societies: University Board

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[Contact Mark on LinkedIn](#)