

# *R. Alexander Associates, Inc.*

1212 Eastham Drive  
Apex, NC 27502

Office (919) 367-8350 | Fax 367-8351  
e-mail : alexassoc@earthlink.net

## **RONALD ALEXANDER**

**Principal, R. Alexander Associates, Inc.**

Mr. Alexander has over 25 years of experience in all aspects of compost, biosolids-based and other organic recycled product manufacturing, marketing and utilization. He possesses extensive practical experience, having marketed compost from seven composting facilities, as well as managing a marketing staff and company that specialized in this function. Mr. Alexander has also completed over 300 organic recycled product manufacturing, marketing, utilization and quality evaluation/assurance related consulting projects throughout North America (and the world), and has completed several State and Federally funded projects. His experience has allowed him to work with large and small, private and municipally operated organics recycling facilities. Mr. Alexander has completed market and product development projects for composts produced from various municipal, agricultural and industrial feedstocks, anaerobic digestion products, dried/granulated and lime/chemically stabilized biosolids products, manure, vermi-composts/worm castings, paper and wood-based products. He has completed marketing and utilization related projects, or actually marketed organic recycled products, in all regions of the United States, including 34 states, as well as 6 Canadian Provinces, Europe and Australasia. Mr. Alexander is also extremely experienced in product development, labeling, registration and certification.

Mr. Alexander possesses an excellent understanding of the overall organics recycling industry. This, plus his business development and marketing experience, and extensive contact structure has allowed him to assist a variety of companies in facility start-up and the evaluation of related business opportunities within the organics recycling industry. Related projects have included staff identification/training, feedstock identification/attainment, product development, product placement, company business planning, etc.

## **EDUCATION**

Delaware Valley College of Science and Agriculture, Bachelor of Science in Horticulture

## **EXPERIENCE**

**June 1998 to present:** Principal of R. Alexander Associates, Inc. in Apex, North Carolina. As principal of R. Alexander Associates, Inc., technical responsibilities include involvement in and review of all organic recycled product projects, as well as project management. Technical responsibilities also include directing and completing compost and other organic recycled product market research, assessments, and development projects, involvement in product development, utilization, field research and quality control related projects, as well as involvement in various organics recycling and management projects. Market research and development responsibilities are broad based in nature and emphasize long-term solutions and creative approaches.

**July 1991 to June 1998:** Product Marketing Specialist/Senior Scientist at E&A Environmental Consultants, Inc.'s Cary, North Carolina office. As Product Marketing Specialist, a national position within E&A, responsibilities included involvement in organic recycled product marketing and utilization projects, as well as project management. Market research responsibilities included the identification, contact, and surveying of potential and current product users, identification of potential product distributors and competing products, identification of impediments to marketing program implementation, assessment of current and potential market size, as well as other tasks. Other responsibilities included the design and implementation of market development programs, developing employee education programs, end product technical and promotional literature, assisting in product development, design and implementation of product research programs, developing product demonstration programs, and marketing product on behalf of customers. Developed and managed E&A's Compost Marketing Assistance Program. As a staff scientist, responsibilities also included

assisting in various composting, recycling, and biosolids management studies as necessary.

**June 1984 to July 1991:** Vice President/Director of Marketing at PRSM, Inc. in West Chester, Pennsylvania. Responsible for development of all product marketing/sales strategies, market development, product development, development of literature and advertisements, and technical field consultation. Also responsible for training and managing sales personnel, coordination of product distribution, and direct sales. Other responsibilities have included public relations, product field testing, market research, product manufacturing, distribution troubleshooting and inventory management. Other related experience in marketing of bagged compost and related products, production/development of products containing compost (through mixing and blending), waste paper and wood, as well as a line of erosion control products.

## **PROFESSIONAL MEMBERSHIPS AND ACTIVITIES**

The United States Composting Council  
United States Composting Council Board of Directors Member (past)  
Co-Chairperson of the United States Composting Council's Market Development Committee (past)  
Association of Organics Recyclers (UK)  
Composting Council of Canada  
Water Environment Federation  
Former President and Vice President of the CCORC (formally NCCORC)  
Industry Liaison to the Association of American Plant Food Control Officials  
Garden Writers Association of America  
American Society of Landscape Architects  
International Erosion Control Association

## **OTHER INFORMATION/EXPERIENCE**

Conducted instructional/educational programs and seminars for trade associations and companies representing landscape architects, landscapers and nurserymen, turf professionals, schools and universities, and Departments of Transportation. Has held executive posts in various green industry and composting trade associations.

Has authored and presented almost 300 articles and presentations on organic recycled product manufacturing, marketing and utilization.

Completed the University of Maryland's Better Composting School (1992) and the Washington Organic Recycling Council's Certified Compost Facility Operator Course (1997).

Has acted as teaching faculty for Louisiana State University's and the Washington Organics Recycling Council's compost training course and The U.S. Composting Council's series of Best Practices in Composting Workshops.

Serves as an Industry Liaison to the Association of American Plant Food Control Officials.

Published 'The Practical Guide to Compost Marketing and Sales' (2003), second edition was released in 2010.

## **AWARDS**

1992 – Delaware Valley College of Science and Agriculture – Special Award for Dedicated Service

2003 – U.S. Composting Council – Hi Kellogg Award for Outstanding Service to the Composting Industry

2009 - U.S. Composting Council - Recipient of a "Special Service Award"