

External Expert

John Rbeiz

Biography

John is a seasoned engineer, consultant, and coach, bringing a wealth of experience and an unwavering commitment to people, planet, and business. With 8 years dedicated to purpose-driven organizations in Australia, John returned to Lebanon in 2021, directing his passion towards projects that accelerate the transition to a circular economy — both locally and regionally.

Specializing in business and process optimization, John possesses a keen focus on turning waste into opportunities helping his clients unlock their 'circular advantage'. His extensive experience spans diverse sectors, including automotive, green energy, manufacturing, governmental, and education.

Beyond these, John's passion for nature and regenerative agriculture underlines his holistic approach to sustainability — a commitment to harmonious balance between economic prosperity and environmental responsibility.