

# Guy Wakeley Appointed Chief Executive of Reconomy Group

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[Reconomy Group](#), the technology-led provider of services for the circular economy, announces that Guy Wakeley has been appointed Chief Executive Officer (CEO), effective 1 January 2023. Guy succeeds Paul Cox, who has transitioned to the role of Founder Director on the Group Board.

Guy is a veteran CEO with deep experience successfully delivering transformation and growth in the financial, business services, and housebuilding industries. Most recently, Guy served as Chief Executive of Services at IWG plc in Switzerland, where he was responsible for business strategy, Environmental, Social and Governance (ESG) strategy, and financial planning. Prior to joining IWG, Guy served as Chief Executive of Equiniti Group plc from 2014 to 2021, where he oversaw significant growth in North America and led the group through its initial public offering and admission to trading on the Main Market of the London Stock Exchange in October 2015. From 2008 to 2013, Guy served as Chief Executive of Morrison Facilities Services, where he delivered strong organic growth through product development and technology enablement. Guy started his career at Rolls-Royce Holdings plc and has held positions at General Electric, AES Corporation, Berkeley Group and the Amey group.

Guy is a non-executive director of HgCapital Trust plc. He has a MA in engineering science from the University of Cambridge and a PhD in applications of artificial intelligence from the University of Newcastle upon Tyne.

Guy will continue to build Reconomy Group's leading market positions globally in the recycle, comply and reuse segments of the sustainability sector. The Group will continue its successful strategy of focusing on innovation and bringing strategic technology, dynamic and accurate data and dedicated service propositions to even more customers.

Bob Ellis, Chairman of Reconomy Group, commented: “Guy’s experience delivering top line growth and sustainability strategies for global businesses makes him well-suited to lead Reconomy Group. Following a thorough search, the Board of Directors is confident that Guy is the right person to lead the Group in the next phase of its growth. With him at the helm, Reconomy Group will further strengthen its market lead and continue to contribute to a truly sustainable world.”

Paul Cox, Founder Director, Reconomy Group, commented: “Guy is a world-class executive with a wealth of experience. I look forward to working with him to develop the company in new markets and drive value for stakeholders through technology-enabled sustainability solutions.”

Guy Wakeley commented: “Reconomy Group’s sustainability solutions play a crucial role in addressing some of the biggest challenges facing our world. The Group’s strong relationships with blue-chip brands mean it is well-positioned to support businesses that are increasingly focused on their environmental impact and ESG objectives. Thank you to Paul and Bob for their warm welcome. I am thrilled to be leading such a talented and dedicated team, and I believe that together, we can capitalize on the significant opportunity to help customers grow, sustainably.”