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Dr. Kieren Mayers is an academic practitioner working as Head of Environment and Technology Compliance at Sony Computer Entertainment Europe, based in London. He is also an Executive in Residence at INSEAD Social Innovation Centre in Fontainebleau, France, through which he has authored a number of articles on industrial ecology in practice. He has over 20 years' experience in environmental, waste, and sustainability management within IBM, Xyratex, HP, Geodis, and Sony, and was previously a Research Affiliate at Yale School of Forestry and Environmental Management. Kieren graduated with an Engineering Doctorate in Environmental Technology from Brunel University, London. Kieren's interest in industrial ecology and life-cycle thinking was initially sparked when he attended CfSD's first conference on Sustainable Product Design in 1995.