

2017 Eastern Coatings Show:

Keynote – Applied Sustainability

Tuesday (5/16) at 1:15-2:00 pm

(Rooms: Avalon 7-9)



Bruce W. Uhlman – Executive Bio

Manager – Applied Sustainability
Product Stewardship

BASF Corporation
100 Park Avenue
Florham Park, New Jersey 07932



Bruce Uhlman has over twenty-six years of experience in engineering, manufacturing, research & development and sustainability. Bruce has several years of international work experience with specific expertise in the areas of process and project engineering, technology commercialization and life cycle assessment. More recently he has worked in the area of applied sustainability and has performed life cycle and eco-efficiency analyses and total cost of ownership studies for a broad range of end consumer products and industrial processes.

Bruce partners with BASF's many businesses and customers in helping them understand and measure sustainability throughout their value chain and helps them integrate the results of sustainability studies into their strategic decision making processes and stakeholder communications.

Bruce speaks frequently on sustainability and life cycle assessment and has published many articles on these topics.

Bruce has a B.S. in Chemical Engineering from Villanova University, is a member of the American Center for Life Cycle Assessment and is a Certified LCA Practitioner and Certified Life Cycle Executive. He is also a member of the International Society of Sustainability Professionals and is a certified Sustainability Associate (ISSP-SA).

Bruce lives in northern New Jersey with his wife and two children.