

WOMEN BREAKING THE MOLD

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Women Breaking the Mold 2025 | Christi McGee, Circular Solutions

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Chief Strategy and Brand Officer Circular Solutions

Christi McGee's career has spanned more than 20 years of public affairs and community engagement experience, working with global brands, corporations, sports leagues and trade associations.

She has leveraged her community relations, political advocacy and public policy experience at the local, state and federal levels in industries and organizations that include Coca-Cola Consolidated, International Speedway Corp. (NASCAR) and the National Association of Realtors.

From her experience working with global brands and trade associations, McGee was often at the intersection of sustainability, policy and public

perception.

"When I left the corporate world, I knew I wanted to work with a mission-driven organization making a real impact. My experience with Circular Solutions made the decision clear," said McGee, who joined in 2023 as its chief operating officer. "The plastics industry plays a critical role in both the global economy and environmental sustainability. Joining a team committed to driving measurable, verifiable change – while proving that what's good for the planet can also be good for the bottom line – was the natural next step in my professional journey."

As Circular Solutions' chief strategy and brand officer, McGee is responsible for driving operational strategy and excellence, marketing, communications and public affairs.

She helps organizations and stakeholders understand that sustainability is not just a corporate responsibility checkbox – it's a business imperative.

"We're bringing transparency and accountability to the plastics value chain – leveraging technology like blockchain and data analytics to prove what's truly being recycled and where it's going. The challenge lies in influencing cultural change within large organizations, aligning diverse stakeholders and proving that doing what's right for the planet can also drive efficiency, trust and long-term growth," she said.

McGee earned a bachelor's degree in government from the University of Virginia as well as certificates in global sports management from New York University and diversity, equity and inclusion from Cornell University. She is a member of Women in Sports and Entertainment (WISE CLT) and a volunteer through her church's outreach activities.

"Christi McGee is a trailblazer driving innovation and accountability in the traditionally male-dominated plastics and recycling industry, especially in areas like supply chain transparency, material recovery and advanced technology deployment," said Natalie Arrowood, former director of communications at Coca-Cola Consolidated.

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