

GREEN SPORTS ALLIANCE

Justin J. Zeulner
Chief Operating Officer
Green Sports Alliance



Justin J. Zeulner, Chief Operating Officer and founding Board Member of the Green Sports Alliance (GSA), is a foremost leader in the movement to green professional sports worldwide. Zeulner has guided the GSA in reaching critical mass and major influence within the sports industry by leading professional teams, venues, colleges, and leagues across the nation to enhance their environmental performance while mitigating carbon impacts.

Prior to joining the Green Sports Alliance, Zeulner was a Senior Project Developer at Vulcan, Inc., the investment and innovation company founded by Paul G. Allen. In this role, he was responsible for integrating human behavior and value changes through progressive public engagement and campaign development, conserving important species, improving ocean health, and reducing the impacts of climate change.

Zeulner also formerly served as Senior Director of Sustainability and Public Affairs for the Portland Trail Blazers from 1999 to 2014. In this position, Zeulner established the first known scope III carbon footprint assessment in professional sports, and implemented a corporate sustainability charter and progressive environmental policies on behalf of the organization. These efforts resulted in the first and only LEED Gold existing building in professional sports worldwide. Additionally, Zeulner led several environmental campaigns, in addition to developing and patenting the GreenDrop Recycling Stations to help achieve landfill diversion goals and activate fan engagement. These stations are now used by sports teams, venues, and colleges across the U.S.

Always willing to share his knowledge and advance organizational change, Zeulner has addressed numerous institutions, such as the Wharton School of Business and The Commonwealth Club of California, on the economics of sports greening; and delivered public testimony on the subject at the federal level, including the White House. A graduate of the University of Oregon with a Master's degree in Business Administration, Zeulner is a native of Portland, Oregon. Justin is married to Alison Zeulner, a health and community leader in the Portland area. Together they have two children, daughter Addison (10 years old) and son Emmett (2 years old).