



Bios: Cirql Leadership

The Cirql leadership team is a mixture of experience and youth, and all have lived in the key region of footwear growth and development of Asia during the boom of footwear production.



Joe Breunig, CEO and President of Cirql

Joe's decades of leadership experience range from directing polymer manufacturing, developing global marketing strategy, and steering global business activities for technical products. Working his way from process engineer to president, his background in chemical engineering and business have equipped him to deliver exceptional results in product circularity within the footwear industry.

Matt Thwaites, Vice President and General Manager of Cirql

Matt leads production, sales, and go-to-market strategy globally for Cirql, a brand focused on moving the global footwear industry toward a 360-degree solution of circularity. He brings more than two decades of experience in sales and operations in the footwear and textile industry to this role. He is based in Ho Chi Minh City, Vietnam, at the headquarters of Cirql.



Marc Kronenberg, Development and Commercialisation Director

Marc is an experienced product engineer who has worked for some of the biggest brands in the industry. He has been responsible for cutting edge innovation for both sporting goods and footwear.

Juan Cutina, Sales Director

Originally a Footwear Leather specialist, Juan has spent more than a decade in Vietnam working with all of the footwear brands to develop structural component solutions with a sustainable footprint.



Thomas Scholz, Manufacturing Director

With over 30 years of experience with industry leading molding companies such as Ecco and Framas, Thomas leads the SOP and customer verification support for new customers using Cirql polymers.

