

Guillaume-Henri Hurel is Associate Director at NextWaste, where he spearheads the integration of advanced technologies, including AI waste analytics, to optimize waste sorting and recycling processes in France. As a serial entrepreneur with ventures in services and AI, he brings extensive international experience across the Middle East, Asia, and Africa. Guillaume-Henri holds an Executive MBA from the Economic Warfare School (EGE) in Paris, specializing in competitive intelligence, equipping him with strategic insights that drive innovation and sustainability in waste management.