

CIO TODAY

AWARDS 2023

A portrait of Paul H. Jones, a middle-aged man with grey hair and a beard, wearing a dark suit jacket over a white shirt. He is smiling and looking towards the camera.

Most
INNOVATIVE
LEADER IN
MANUFACTURING
SECTOR 2023

CEO | Bitrez

Paul H.
Jones FRSC



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In the current scenario of competitive entrepreneurship, it is hard to come across successful individuals who have built and run multiple businesses efficiently. If one had met Paul H. Jones during his academic years, they would have never guessed that he would go on to establish himself as a pioneer in the chemical field. Recognized by the Royal Society of Chemistry as the Chemical World Entrepreneur of 2021, he continues to innovate and promote the field of green chemistry.

The CEO of Bitrez has played a paramount role in improving the company's business strategy. Paul is focused on improving the environmental damage inflicted on our planet and is attempting to bring down the rate at which our natural resources are being depleted.

Chemical Processing Services Ltd or CPS is another business founded by him that houses new Intellectual Property, and licenses new patented technology which is focused on sustainability and bringing down the spread of specific carcinogens.

Due to his remarkable achievements and successful track record as a leader, Paul H. Jones is awarded the Most Innovative Leader in Manufacturing Sector Award, in 2022.





Notable Achievements

Paul H. Jones is a natural leader, from an early age he has been able to step up to the plate and lead from the front. As a result of his leadership and innovation, he has been the recipient of numerous accolades over the years:

- 2021 CEO Today – CEO of the year UK & Europe
- Queen's award innovation x 2
- 2021 Business worldwide- Entrepreneur of the year- Chemical Industry
- 2021 Introduced as a member of the Leaders Council and Parliamentary report

The criteria used in the Most Innovative Leader in Manufacturing Sector, 2022 include the following factors and the subsequent success achieved as a result of their implementation.

• Impactful character



- Leads by example
- Does not define success through means of materialistic things
- Humility
- Attentive listener

• Work ethic



- Hardest worker in the room
- Dedication to craft
- Solution-oriented approach

• Vision



- Working to reduce carbon footprint globally
- Priority on understanding customer requirements and market
- Talented team with similar goals

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Patrick Hudson

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AWARDS 2023 ▶



Paul H. Jones FRSC

CEO | Bitrez

A Genius striking
A Remarkable Chemistry with
Passion & Performance
in the Chemical Industry





A dynamic personality, **Paul H. Jones** is the CEO of **Bitrez**. With an extensive experience of three decades, he has steered his way through many crests and troughs of leadership, and entrepreneurship to reach the harbor of success. Today, his business is recognised as a pioneer in the chemical field.

In 2021, he was awarded by the Royal Society of Chemistry as the Chemical World Entrepreneur of the year for his services to green chemistry. His journey continues to inspire and excite many young minds.

The Early Days

It is unusual to find that a man who was distracted during his academic years and couldn't wait to leave school, is now responsible for running three successful businesses.

Emanating from Speke, a small suburb of Liverpool, located close to the Mersey and Southeast of the city centre, Paul, FRSC, would take the 30-mile drive to Standish at 05:30am every morning and undertaking a 12-hour shift in their laboratory, before repeating the journey home. Ellis Jones, his father, worked in the chemical sector, and through his extensive contacts, he was aware of recruitment at a company called Bitrez Ltd, one of the businesses in which Paul is now a co-owner.

The Life-changing Moment

Soon, Paul joined as a teenager, and it was noted that he had an incredible aptitude for polymer chemistry, an inherent ability to lead, and a work ethic that drove him to absorb, learn, and support improvements in all areas of the business.

The then owners identified these characteristics, and Paul moved rapidly through the ranks as development, works, and operations manager, ultimately having half ownership with his current business partner and close friend, and founder Brian Allen. Within the business and for almost four decades, he has always retained control over R&D, which led to several other ventures in his career.

Upscaling with Technological Advancements

Founded in 1982, Bitrez has made and continues to make many advancements in the field of polymer chemistry, with a drive to make products inherently safer. It pursues technical enhancement to increase performance in more demanding environments, or to sustain longer exposure, always looking for the opportunity to pioneer new products that are derived from sustainable feedstocks.

Paul considers its biggest strength to be the people, or at least the sum of the communal strength they convey to the business. It utilises disruptive chemistry employing specific process techniques to achieve its objectives, although it always tries to avoid exotic feedstocks irrespective of their origin.

Maintaining safety at its utmost priority, it develops products that have improved safety, generally with a reduced level of free “hazardous” monomer, or an absence of particular material. Of course, the advancement in analytical equipment and services allows them to test too much lower levels, and ensure it has reduced or eliminated specific materials, thereby rendering the product safe.

An example of this was the generation of award-winning polymers used in the food and drink packaging sector. These products eliminated the need for Bis Phenol “A” derivatives, following the concerns associated with endocrine disruption, and the possibility of BPA behaving similarly to oestrogen. The use of horizon scanning can assist with the design of products to prevent regretful substitution and ensure the safe use of new materials.

Innate Leadership, Valuable Success

Leadership comes naturally to Paul, he has always been able to take control and lead from an early age. He believes that one needs to lead by example and demonstrate a positive attitude, a willingness to listen and learn, and a decisive nature. Whilst he applauds confidence, he believes a good work ethic with due consideration for others is essential in work as it is in general life.



do for others. This indeed is Paul's true measure of success.

Role and its Responsibilities

As CEO of the business, Paul is heavily involved in defining their business strategy with both key account management, and development being functions he naturally gravitates towards. Having worked in all departments, he is familiar with all aspects of the business, yet fortunate to have colleagues who can run each one more effectively than him.

Paul states that *understanding your customer requirements, your markets, and your products is essential*. Having a structured team of professionals ensuring good communication is an excellent way to ensure a common vision, suitable values, and that a positive culture is nurtured and developed. He finds himself fortunate enough to have amassed such a team of people moving from strength to strength.

Mistakes, Lessons, and Growth: From the Leader's Desk

It is difficult to list all of the mistakes I have made, of which there is no doubt many. I would like to think that I have learned from them, but I still have character traits that I would like to address and trying to re-establish a good work-life balance is one of them. I would suggest that the number of mistakes I make now is limited, as I am fortunate enough to know people who can advise me. I have always been quite comfortable in saying, "I don't know" when asked a question I can't accurately answer, or qualifying my response insofar as being my best estimation. I am always pleased to seek advice from others, to acquire information from those more informed and defer judgment until presented with sufficient data to propose a solution I am comfortable with.

Whilst I have tried to learn from my own mistakes, and hope that I have, I also look to learn from others whom I respect. I constantly look at how I can learn, absorb, and include their better qualities in my persona. I aspire to be a better man, the best version

of myself is all I can hope for, but I am fortunate enough to have a circle of people around me that do exhibit better qualities than I do, and I continue to draw from them. I follow a path of improvement with every day being a new opportunity to be that little bit better.

Turning the Vision of Carbon Neutrality into a Reality

Carbon neutrality will only become a reality through a holistic approach requiring dynamic responses to the problems that are faced. With continued anthropogenic and natural damage to the environment, resource depletion, and the current reliance on petrochemical feedstocks, Bitrez is not only making efforts to produce products from sustainable feedstocks, but it also considers the 12 principles of green chemistry, including process methods to enhance atom economy, catalysis for reduced energy consumption, recycling, etc. as well as looking at methods of enhancing product lifespan or enabling recovery post application.

The resolution of these problems needs to be addressed now. However, Paul does believe that as an island nation of explorers, innovators, entrepreneurs, and visionaries, with a history of embracing a challenge, it is perfectly placed to apply the same ingenuity that fathered the industrial revolution to develop green products to redress climate change.

The Wall of Achievement

Paul and his company have won many recognitions throughout their journey for their state-of-the-art transformations in the chemical industry. Celebrating and naming a few of them here,

- Queen's award innovation x 2
- ICHEME x 2
- 2020 CEO Today - CEO of the year UK
- 2020 Corporate Livewire - Most Innovative Management Professional
- 2020 Top 100 most inspirational individuals working in the UK industry
- 2020 Elected a Fellow of the Royal Society of Chemistry

When considering the measure of success, it is easy to become embroiled in material or superficial measurements such as financial reward, career progression, and peer recognition. Paul, being the wise leader, says he would not be someone to suggest that there isn't merit in these things, being suitably recompensed for your efforts such that you can provide for family and friends, employ people, and help those less fortunate is a good place to be. Recognition from the people one aspires to emulate can also be rewarding as long as you retain humility.

Sir Winston Churchill had enviable rhetoric and his inspirational speeches and quick wit speak for themselves, but there is one quote that is often attributed to him, and it comes to mind stating, *"we make a living by what we get, but we make a life by what we give"* and this resonates with Paul.

He humbly defines himself as an average man who has achieved and mostly exceeded his expectations, goals, and ambitions. He takes great pride in all that he can do for others. For all of the very flattering and financial recognition, it is a case that the greatest pleasures are derived from what one can provide and



- 2021 CEO Today - CEO of the year UK
- 2021 CEO Today - CEO of the year Europe
- 2021 Corporate Livewire - Most Innovative Management Professional
- 2021 Best of British award recipient - Business Report for the Telegraph
- 2021 Business worldwide - Entrepreneur of the year - chemical industry
- 2021 Introduced as a member of the Leaders Council and Parliamentary report
- 2021 Royal Society of Chemistry Chemical World Entrepreneur of the year

Development of Bio-based Polymer Products and Resins

Paul has three businesses. He founded CPS to develop new disruptive patentable bio-based polymers and housing IP.

Anacarda Ltd is a business established over a decade ago, and one that also offers bio-based resins, although they are specifically derived from Cashew Nutshell Liquid. The development of biopolymers can be restricted by the availability of feedstocks, and he formulates with materials that are available in commercial quantities, commercially viable, and fit for purpose. They also need to be responsibly harvested, not interfere with the food chain, and can't contribute to deforestation.

The type and quantity of biobased feedstocks will increase, and the team works with research institutes to maintain an awareness of materials that may come available from new sources being processed, extracted, or generated from de-polymerisation. The company is dynamic, and as materials come available, it will no doubt find innovative polymers to bring to market.

Paul's Main Source of Inspiration

Paul's pens a heartfelt message for his inspiration - *His Mother*.

"I am fortunate to know some exceptional people and there are quite a few of them that I find inspiring."

**Be true
to yourself,
focus on what
you are good
at but try and
improve on
what you are
not.**





However, whilst it is probably somewhat of a cliché, my mother is quite possibly my main source of inspiration, and one of the kindest people you could ever meet. Her thoughtful and selfless nature has been something that I have sought to replicate but she is a tough act to follow. If I can become half as good as the person that she is, then I would be twice the man I am today."

Also, Paul lives by this simple value, a mantra - "Do unto others as you would have them do unto you" that his mother initiated in him.



Boarding towards a Sustainable Future

With the ever-increasing awareness of the need to rectify the environmental damage inflicted on our planet, and the drive to prevent resource depletion, Paul founded Chemical Processing Services Ltd [CPS] as a breakaway business to house new Intellectual Property, and license new patented technology focused on sustainability and/or an absence of specific carcinogens.

He worked with the European IP Law firm, Mathys, and Squire, and has had several of his patent applications accelerated through the UK Green channel, due to the environmental benefits afforded by the new technology.

He sees the development of new thermoset polymers from sustainable feedstocks as one part of the universal approach that is required. These polymers can be used as matrix systems in the manufacture of lightweight advanced composite parts, to both generate and harvest green energy, then ensure it is consumed efficiently. This forms part of the strategy to generate new innovative, safer, and more sustainable products to move away from petrochemical reliance without compromising performance.

The patent route has been taken to afford CPS legal protection and build in the necessary security to allow the operation of open licensing arrangements. The licensing of the technology enables domestic manufacture in different regions, further reducing the Carbon footprint. CPS has licensed newly Patented Furalkamine, Furox, and Permacure technology, and continues to expand these product ranges, designing and developing further new technology. CPS operates in conjunction with selected partners who operate with the same ethical standards and drive towards compliance with UN Sustainable Development Goals.

Additionally, Paul and the team are excited about an interactive game being created with the Catalyst Science Discovery Centre and Museum in support of their charitable work with future generations of young scientists.

Words of Wisdom

Be true to yourself, focus on what you are good at but try and improve on what you are not.





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