**Rob Keefe**

Keefe has joined the Clean the World team to develop innovative new programs as the Manager of Products and Business Development.

Rob attended Mercyhurst College (Erie, PA) from 1999 to 2003. He is a former arena football defensive specialist and coach who was most recently the head coach of the Albany Empire of the Arena Football League (AFL). Keefe has five championship victories and is the only person in arena football history to win ArenaCup (af2) and ArenaBowl (AFL) titles as both a player and a coach.

Clean the World is a social enterprise dedicated to the mission of saving millions of lives around the world while simultaneously diverting hotel waste from landfills. The organization collects discarded soap and other hygiene products from more than 4,000 hotel and resort partners and operates recycling centers in North America, Asia, and Europe. Clean the World provides hygiene education and microlending to make hand washing and local soap purchases a lifelong habit in developing regions. Through its hygiene kit program, Clean the World provides personal care items to relief organizations throughout North America. Since 2009, more than 36 million bars of Clean the World soap have been distributed in 100 countries.