

Influential Women Profiles Sonya Betker TRUE- Advisor, SEA, CE-Instructor: Project Director At SCS Engineers

ROSEMOUNT, MN, UNITED STATES,
August 12, 2026 /EINPresswire.com/ --
Bringing Nearly Two Decades of
Experience Transforming Waste
Management Systems, Driving Zero-
Waste Strategies, and Building
Regenerative Solutions

Sonya Betker TRUE- Advisor, SEA, CE-Instructor, is a sustainability and circular economy leader based in Greater Minneapolis–St. Paul area, with nearly two decades of experience transforming how organizations understand, manage, and maximize the value of resources. Through her work as a Project Director at SCS Engineers, she partners with large, multi-site organizations to design and implement sustainability strategies that advance zero-waste goals, improve operational efficiency, and create measurable environmental, social, and economic impact.



With expertise spanning waste stream optimization, vendor partnerships, environmental auditing, and circular economy system design, Sonya helps organizations move beyond traditional waste management approaches and toward more regenerative models. Her work supports clients at regional, national, and global levels by identifying opportunities to reduce waste, recover resources, and create systems that align business success with environmental responsibility.

Throughout her career, Sonya has built a reputation as a systems thinker, strategist, and change agent who challenges conventional approaches and helps organizations rethink their relationship with materials and resources. Her professional journey has included roles in

commercial asset management, waste brokerage, and emerging sustainability technologies, each experience contributing to her broader understanding of how industries can transition toward circularity.

Today, Sonya is recognized for her ability to connect sustainability goals with practical implementation. As a certified TRUE Advisor, Sustainability Excellence Associate, and Circular Economy Instructor, she brings both technical knowledge and real-world experience to organizations seeking to reduce waste and create lasting change. Her work frequently focuses on developing solutions for complex material streams, including textiles, organics, and industrial byproducts, while helping organizations understand that waste can represent an opportunity rather than an endpoint.

Beyond her technical expertise, Sonya is deeply committed to education, mentorship, and collaboration. She actively supports emerging professionals, contributes to industry conversations, and participates in initiatives focused on stewardship, reuse, regenerative systems, and climate solutions. Through board and advisory roles, she continues to advocate for innovative approaches that support stronger communities and a more sustainable future.

Sonya describes her leadership style as bringing “just enough rebel energy” to challenge outdated systems while building practical pathways toward progress. Her approach combines curiosity, persistence, and a willingness to question assumptions in order to create meaningful transformation.

Sonya attributes her success to perseverance—the belief that meaningful work is rarely easy, particularly when advancing ideas that challenge established systems. She believes sustainability and circularity require patience, resilience, and the willingness to continue moving forward even when change takes time.

Her commitment is also driven by a deep sense of stewardship and a desire to pay opportunities forward. Sonya is passionate about leaving behind better ideas, stronger systems, and greater possibilities for future generations. She believes that genuine passion is a powerful force, and she has learned that when leaders approach their work with authenticity and enthusiasm, they can inspire others to see what is possible.

Sonya also credits a degree of Gen X determination—the mindset of continuing to push forward even when challenges arise. That persistence has helped her remain focused on creating meaningful, regenerative impact throughout her career.

The best career advice Sonya has received is to anchor herself in her passion and allow the journey to unfold from there. Following her passion for sustainability, circularity, and environmental innovation has guided her toward opportunities that align with her purpose.

Throughout her career, Sonya has embraced the importance of staying curious, saying yes to

meaningful challenges, and continuing to move forward even when the path is uncertain. She believes passion establishes direction, but perseverance and consistent effort are what sustain progress.

For young women entering the sustainability and circular economy field, Sonya's advice is clear: do not be afraid to take up space. She encourages women to recognize the value of their perspectives, experiences, and voices, emphasizing that the industry needs their ideas, passion, and willingness to challenge existing approaches.

Sonya believes real progress happens when individuals are willing to question the status quo and imagine new possibilities. She encourages women to celebrate what motivates them and never allow others to diminish their enthusiasm, because passion can become the spark that drives innovation and inspires meaningful change.

She also emphasizes the importance of seeking mentors, especially in industries that have historically been male-dominated. Having individuals who provide encouragement, guidance, and perspective can help women navigate challenges and recognize their own potential.

At the same time, Sonya encourages women not to wait for permission to pursue leadership opportunities. She believes they should take ownership of their careers, trust their abilities, and move forward with confidence, determination, and authenticity. The sustainability industry needs more women who are prepared to lead, innovate, and reshape the future.

One of the greatest challenges Sonya sees in the sustainability field today is overcoming complacency and the comfort many organizations have with traditional systems. While concepts such as zero waste and circular economy principles are gaining greater attention, they can still feel overwhelming or abstract to many people.

Sonya understands that change often creates uncertainty, particularly when it requires organizations to rethink long-standing processes and behaviors. Much of her work involves helping individuals and organizations move from hesitation toward understanding and, ultimately, action.

She believes education, patience, and meaningful conversations are essential to helping people recognize the value of circular systems. For Sonya, one of the most rewarding moments is seeing someone move from resistance to realization—from saying “no” to saying, “I understand.” That shift represents the beginning of transformation.

While challenges exist, Sonya believes the opportunities are equally significant. Many organizations continue to operate within a traditional take-make-waste model, but emerging technologies, innovative materials, and new circular approaches are creating unprecedented opportunities for change.

She believes the future depends on organizations being willing to embrace new possibilities. If nothing changes, nothing changes—and now is the time to create systems that support resilience, regeneration, and long-term sustainability.

The values that guide Sonya's professional and personal life are perseverance, passion, and stewardship. She believes in showing up with determination, especially when progress is difficult or when meaningful change requires time.

Passion allows her to foster creativity, collaboration, and innovation while helping others see possibilities beyond existing limitations. She believes enthusiasm and commitment can inspire individuals and organizations to participate in creating a more sustainable future.

Stewardship connects all aspects of Sonya's work. She believes in leaving things better than she found them—whether that means improving a project, supporting a team, strengthening a community, or protecting the environment.

For Sonya, stewardship also means mentoring future leaders, listening deeply to diverse perspectives, and honoring the experiences that shape people's understanding of sustainability and change.

Through her leadership at SCS Engineers, her educational efforts, and her continued advocacy for circular systems, Sonya Betker continues to make a meaningful impact on the future of sustainability. Guided by perseverance, passion, and stewardship, she remains committed to creating better systems, empowering others, and helping organizations move toward a more regenerative and resilient world.

Learn More about Sonya Betker:

Through her Influential Women profile, <https://influentialwomen.com/connect/Sonya-Betker>

Influential Women

Influential Women provides a platform where women from all backgrounds can connect, share their perspectives, and create content that empowers themselves and others. Through storytelling, thought leadership, and creative expression, Influential Women amplifies voices that inspire change.

Editorial Team

Influential Women

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/933602429>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors

try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.