

# Joel Makower

Business. The Environment. The Bottom Line.



“Green” has become mainstream, though not necessarily Main Street, fueled by pressures from customers, competitors, employees, investors, and others to be seen as environmental leaders. Amid this often chaotic and confusing marketplace, Joel Makower is a voice of pragmatic enthusiasm, helping companies sort through the noise and rhetoric in order to profit and prosper in the growing green economy.

For more than 20 years, Joel has been a well-respected voice on business, the environment, and the bottom line. As a writer, speaker, and strategist on corporate environmental practices, clean technology, and green marketing, he has helped a wide range of companies align environmental responsibility with core strategy and business success.

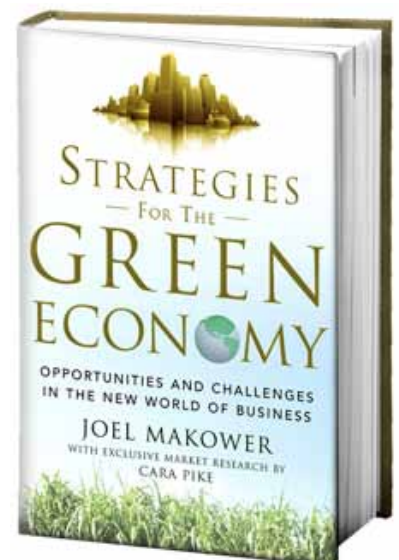
Joel is a **talented and engaging communicator** who can cut through the myths and misunderstandings to provide clarity and perspective on what it means to be a green leader in business. He brings to his audiences a clear understanding of the opportunities and challenges facing mainstream companies as they try to address environmental issues in a way that drives bottom-line performance and top-line growth.

His **balanced, realistic, and credible approach** to green business and clean technology has helped executives in a variety of companies and sectors create strategic roadmaps, make the business case, articulate a vision internally, form meaningful partnerships, and communicate with a broad range of stakeholders.

**The Associated Press has called Joel “The guru of green business practices.”**

In his most recent book, Joel offers insights and inspiration gleaned from helping Fortune 50 companies and start-ups alike formulate strategies that align environmental and business goals. *Strategies for the Green Economy* tackles the central questions of sustainable business, among them:

- What does it take to be seen as an environmental leader?
- What are the standards, implicit or explicit, you must meet to be green?
- How do you communicate what your business is doing right – and what it’s not – in a credible way?
- How can you overcome consumer, media, and activist distrust?
- How does “green” become a platform for innovative new products, processes, and business models?
- What are the emerging opportunities in the green economy?



# Themes and Programs

## Strategies for the Green Economy Opportunities and Challenges in the New World of Business

Nearly every company is assessing itself through the lens of environmental responsibility. For a handful of leading companies it involves asking the question: “How do we compete in a world in which energy, water, materials, and toxicity are constraints to growth?” Today, being green is no just about “doing less bad” or “greening the bottom line.” It’s about growing the top line through innovation, new markets, increased productivity, customer loyalty, and increased ability to attract and retain talent. I tell how leading companies aligning environmental thinking with business value. **What You’ll Learn:**

- Why environmental issues have risen to the top in a growing number of companies
- Strategies leading companies use to harness green thinking to create business value
- “How good is good enough?” when it comes to company environmental performance
- The challenges of communicating for environmental leaders
- How a new breed of green innovators is transforming markets

## Save the Buyosphere! Selling Green in the Age of More, More, MORE

Green marketing is challenging, as companies try to cash in on consumer interest in products deemed to be greener and cleaner. How do you sell “green” in a world with a seemingly insatiable appetite for more? In a world in which Walmart, GM, and GE are waving the green flag, how can marketers be heard—and believed? I offer real-world tales from the trenches, the latest market trends, and insight and inspiration to help marketers succeed in the growing green marketplace. **What You’ll Learn:**

- Is green concern a passing fad or the way of the future?
- The great, green chasm – why consumers often say one thing and do another
- Unmarketing – why it’s sometimes better to do more and say less
- How today’s green heroes can become tomorrow’s targets
- The biggest green marketing mistakes and how to avoid them

## The VERGE Opportunity The Technology Convergence Transforming Business and the World

A convergence is taking place among energy, information, building, and vehicle technologies, representing one of the next great waves of business innovation – and a boon to the environment. This mash-up of clean technology and sustainable business practices is creating vast opportunities for companies to develop innovative products, services, and business models that bring intelligence to buildings, vehicles, cities, and homes. Joel calls this VERGE. **What You’ll Learn:**

- Why the VERGE economy is happening now, and who’s involved
- The new business opportunities for both technology and non-technology companies
- How VERGE will increasingly impact how business operates
- What business leaders need to know to compete in the coming years.
- Where the VERGE economy is headed and how to prepare for it.

*Joel tailors each presentation to ensure it is appropriate to the audience’s interest, knowledge, and needs.*

# For Meeting Planners

“Our audience left your presentation with a much greater ability to identify and tell their green story. Few people are better able to put sustainable business, green technology, and environmental topics into a context that people can understand.”

– David Swain, Clean Technology Group Lead, Text 100 Public Relations

“Joel was rated the top speaker by SRI in the Rockies Conference participants. No one has better, more practical, more useful insights into the state of the state of sustainability in corporate America than Joel Makower. His presentations are spot-on.

– Steven J. Schueth, Host and Producer, SRI in the Rockies Conference

“You were able to tailor your speech to be very relevant for our industry. I love the way you engage the audience. Your thought-provoking question “How good is good enough?” continues to inspire great conversation and provides a valuable perspective.”

– Amy Spatrisano, CMP, Meeting Strategies Worldwide

## Other Useful Information . . .

- In addition to keynoting, Joel is usually pleased to participate in other activities surrounding an event, including media interviews, meet-and-greet events for key sponsors, and more. He strives to customize his appearances and presentations to each audience and organizer’s needs.
- Joel runs presentations directly off his MacBook Pro, running Apple Keynote (he brings his all the adapters and remote controls needed for this) and prefers a lavalier microphone and an offstage video monitor.
- References are available upon request.
- High-res photos of Joel can be downloaded at [www.makower.com/joel](http://www.makower.com/joel)
- Additional information about Joel can be found at [www.makower.com](http://www.makower.com).
- Joel’s recent writings can be found on his blog, [www.readjoel.com](http://www.readjoel.com).
- For fees, contact your speaker’s bureau, or Joel directly at [joel@makower.com](mailto:joel@makower.com).



## Select Keynote Appearances

- Altria
- Autodesk
- Ball Corp.
- Cisco CIO Summit
- Clorox
- ConAgra
- Food Marketing Institute
- Fortune Brainstorm Green
- Gap Inc.
- General Motors
- Georgia Economic Development Assn.
- Global Retail Marketing Assn.
- IBM
- Intel
- Johnson & Johnson
- Laboratory Products Association
- Legrand North America
- Lipscomb University
- National Assn. of Home Builders
- National Assn. of State Procurement Officials
- Natureworks
- Nike
- Outdoor Retailer Association
- Professional Conference Management Association
- Rockwell Automation
- Sodexo
- State Street Bank
- Steelcase
- Walt Disney Company
- Washington, D.C. Board of Trade
- World Innovation Forum
- Xerox
- Young Presidents’ Organization

# About Joel



For more than twenty years, Joel Makower has been a highly respected voice on sustainable business, clean technology, and green marketing. As a writer and strategist on green business practices, he has worked with some of the leading companies and brands, including Clorox, General Electric, General Motors, Hewlett Packard, Microsoft, Nike, and Stonyfield Farm. He is executive editor of [GreenBiz.com](http://GreenBiz.com), along with a constellation of other websites, newsletters, events, and research published by GreenBiz Group Inc., of which he is co-founder and chairman. He also writes “Two Steps Forward” ([readjoel.com](http://readjoel.com)), a highly regarded blog in the field.

Joel has been a keynote speaker on these topics at more than 200 industry conferences and events. He has been a commentator on “Marketplace,” public radio’s nightly business show, and appears regularly in both broadcast and print media, including the *New York Times*, *Wall Street Journal*, *Forbes*, *Fortune*, and *Business Week*, and on Larry King, Oprah, the Today Show, Good Morning America, All Things Considered, and on CNN, MSNBC, CNBC, and other broadcast networks.

**The Associated Press has called him “the guru of green business practices.”**

A former nationally syndicated columnist, he is author of more than a dozen books, including *Strategies for the Green Economy* (McGraw-Hill, 2008); *Beyond the Bottom Line: Putting Social Responsibility to Work for Your Business and the World* (Simon & Schuster, 1994), *The E-Factor: The Bottom-Line Approach to Environmentally Responsible Business* (Random House, 1992), and *The Green Consumer* (Penguin Books, 1990).

Joel is a frequent keynote speaker at business conferences and events and lectures regularly in business schools around the world. He serves in a board or advisory role for several nonprofit organizations and start-ups.

**“If you’re looking for an seasoned expert with a solid grasp of the sustainability movement and the ability to tell its compelling story in a way that will truly inspire your audience, you can’t do better than Joel. We’re living in extraordinary times and Joel captures that excitement and identifies the tremendous opportunities which lie ahead.”**

**— John F. Nawn, VP, Professional Convention Management Association**