

# Joel Makower

## Business. Sustainability. Innovation.



Sustainable business has become mainstream, though not necessarily Main Street, fueled by pressures from customers, competitors, employees, investors and others to be seen as responsible leaders. Amid this often chaotic and confusing marketplace, Joel Makower is a voice of pragmatic enthusiasm, helping companies sort through the noise and rhetoric to find profitable solutions to vexing environmental and social challenges.

For more than 30 years, Joel has been a well-respected voice on business, sustainability and the bottom line. As a writer, speaker and strategist on corporate environmental practices, innovation and the emerging clean economy, he has helped a wide range of companies align sustainability with core strategy and bottom-line success.

Joel is a **talented and engaging communicator** who can cut through complexity to provide clarity and perspective on what it means to be a leader in business today. He brings his audiences a pragmatic understanding of the opportunities and challenges facing companies as they try to navigate today's world of environmental responsibility and social justice in a way that drives bottom-line performance and top-line growth.

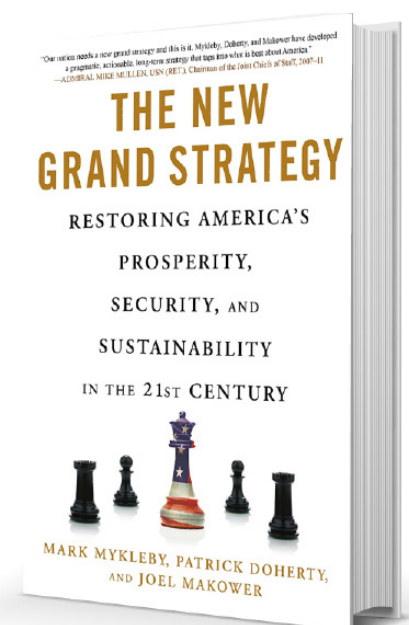
His **balanced, engaging and credible approach** has helped companies across sectors create strategic roadmaps, make the business case, articulate a vision, form impactful partnerships, engage employees and communicate effectively with a broad range of stakeholders.

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

In his most recent book, Joel offers a bold view of America's economy, as seen through the lens of prosperity, security and sustainability – and how the three are inextricably linked. The plan combines the best of the Left and Right – a progressive agenda with a conservative approach – the adult conversation about America's future that should be taking place amid these hyperpartisan times. Led by business for profit, harnessing industry and local government, **THE NEW GRAND STRATEGY** illustrates that we need not fix Washington before we start fixing the country.

*“Our nation needs a new grand strategy and this is it. Mykleby, Doherty and Makower have developed a pragmatic, actionable, long-term strategy that taps into what is best about America. In so doing, they're giving us, as a nation of citizens, the opportunity to move past the politics, cynicism and apathy that are holding us back so we can get on with the hard work of reinventing America for our kids and grandkids.”*

– Admiral Mike Mullen (RET.), Chairman of the Joint Chiefs of Staff, 2007-11



# Typical Themes and Programs

Joel focuses each presentation on the audience's interest, knowledge and needs. Here are some common themes.

## Prosperity, Security, Sustainability: America's Trillion-Dollar Opportunity

In an era of climate change, economic uncertainty and global turmoil, business as usual is giving way to bold, audacious thinking: How can business help build resilience and well-being while addressing social, environmental and economic challenges? It's a trillion-dollar business opportunity that affects every sector, and the inspiring subject of Joel's latest book, about a new economic opportunity for America, born at the Pentagon, that embeds sustainability as a strategic national imperative – an unprecedented opportunity for business. **What You'll Learn:**

- How a new “grand strategy” can align America's economy, foreign policy, and environmental goals
- The three huge pools of demand waiting to be tapped by the private sector for profit
- Why Washington, D.C. isn't the key ingredient in our recovery (but local government and CEOs are)
- How this revolution is already taking shape across America
- What this transition means for key sectors

## When Technology Meets Sustainability

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 solving the world's most pressing social and environmental challenges. This mash-up of clean technology, sustainable business and smart everything is creating vast opportunities for companies to develop ultra-efficient and innovative products, services and business models for companies, cities and customers. **What You'll Learn:**

- How technology is enabling radical efficiencies in nearly every sector
- The new business opportunities for both technology and non-technology companies
- How the convergence of technologies will affect business strategy and career paths
- The new value chains and transparency that will increasingly transform markets
- The role of blockchain, AI and other next-gen technologies will accelerate sustainability solutions

## From Here to Sustainability

Nearly every company is assessing itself through the lens of sustainability. For a handful of leadership companies it requires asking the question: “How do we compete in a world in which energy, water, materials and toxicity are constraints to growth, and what are the opportunities that result?” Today, sustainability is not just about “doing less bad” or “greening the bottom line.” It's about reducing risk – supply chain, reputation, financial and more. It's about growing the top line through innovation, new markets, increased productivity and enhanced ability to attract and retain talent. **What You'll Learn:**

- What's driving environmental and social issues to rise to the top inside the world's biggest companies
- Strategies leading companies use to create business value
- “How good is good enough?” when it comes to corporate performance
- The challenges of communicating to stakeholders
- Three big and optimistic trends that are enabling breakthroughs in sustainable business

Joel is a skilled host and moderator, regularly called upon to conduct on-stage, on-camera or online interviews, or to host lively and intelligent discussions with executives and thought leaders. He also serves as emcee of sustainability events, harnessing his talents as a domain expert, an engaging host, a nimble thinker and a quick wit to create experiences that rise above “conference as usual.”

# What Others Say

I really appreciated your thoughtful engagement while connecting our work with your content. I know enterprise software isn't always sexy, **but you have a wonderfully nuanced grasp** of the work we do here and the material impacts we have in our industry.

– Erik Hansen, Sustainability Director, Global Impact, Workday

Thank you for an outstanding presentation to our board. **Your presentation made a big difference for the group** and the CEO is personally committed to make sustainability a key success factor for the company.

– Christian Forthomme, on behalf of Posti, the Finnish postal board

We had a lot of great feedback from our clients and my colleagues. **Everyone found your insights both challenging (in a good sense...that there's still a lot of work to do!) and inspirational!** I had many people say to me that they really appreciated you thanking them for "doing the hard work."

– Lori Gustavus, Global Director, Communications + Marketing, Quantis

## 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 small-group discussions. 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/bio](http://www.makower.com/bio)
- Additional information about Joel can be found at [www.makower.com](http://www.makower.com).
- For fees, contact your speaker's bureau, or Joel directly at [joel@makower.com](mailto:joel@makower.com).



## Select Corporate Keynote Appearances

- American Society of Agricultural and Biological Engineers
- Autodesk
- Cambridge Programme for Sustainability Leadership
- Cisco CIO Summit
- Clorox
- Coca-Cola
- ConAgra
- Detroit Economic Club
- Food Marketing Institute
- General Motors
- Global Retail Marketing Assn.
- IBM
- ING Bank
- Intel Labs
- Johnson & Johnson
- Laboratory Products Association
- Legrand North America
- Nike
- Office Depot
- Philips Electronics
- Rockwell Automation
- SABIC
- Shell
- Sodexo
- Society of the Plastics Industry
- State Street Bank
- Steelcase
- US-Japan Roundtable on Smart City Innovations
- Walt Disney Company
- Wakefield Foods
- Waste Management
- Wells Fargo
- World Economic Forum
- World Innovation Summit
- World Business Council for Sustainable Development

# About Joel



For more than 30 years, Joel has been a well-respected voice on business, the environment, and the bottom line. As a writer, speaker, and entrepreneur on corporate sustainability practices, he has helped a wide range of companies align environmental goals with business strategy.

Joel is chairman and executive editor of GreenBiz Group, Inc., creator of GreenBiz.com along with research and events on sustainable business and clean technology. He hosts GreenBiz.com's annual GreenBiz forums as well as the VERGE conferences produced around the world by his company, and is principal author of the annual "State of Green Business" report.

Joel has been a keynote speaker at hundreds of 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, Today Show, Good Morning America, All Things Considered, and on CNN, MSNBC, CNBC, and other 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 *The New Grand Strategy: Restoring America's Prosperity, Security and Sustainability in the 21st Century* (St. Martins, 2016); *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 serves in a board or advisory role for several nonprofits and startups.

**"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**