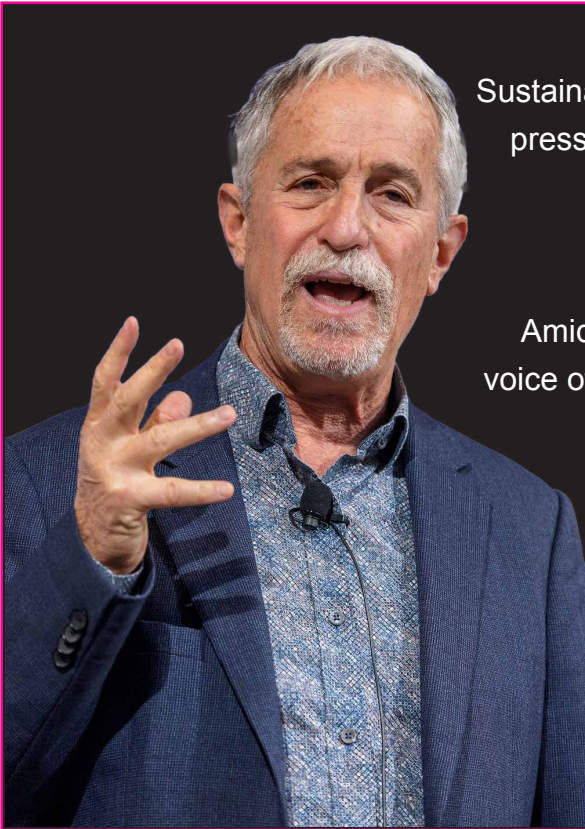


Joel Makower

Business. Sustainability. Innovation.



Sustainable business has become a business imperative, fueled by pressure from customers, competitors, employees, investors and regulators. It's also fraught with risk for companies that speak out — or that fail to speak out enough.

Amid this chaotic and confusing marketplace, Joel Makower is a voice of pragmatic optimism, helping companies find profitable and practical solutions to vexing challenges.

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 strategist at the intersection of corporate sustainability practices, climate tech and innovation, he has helped a wide range of companies align sustainability strategy with business success.

Joel is a talented and engaging communicator who can cut through myths and misunderstandings to provide clarity and perspective on what it means to be a sustainability leader in business. He brings to his audiences a clear-eyed view of the real-world opportunities and challenges facing companies as they strive to address the climate crisis to drive bottom-line performance and top-line growth.

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

Joel is also a skilled host and moderator, regularly called upon to conduct on-stage or on-camera interviews or host lively and intelligent conversations — in person, on video and online. He also serves as the emcee for business events, harnessing his talents as an engaging host, a nimble thinker and a quick wit to create experiences that rise above “conference as usual.”

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

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Typical Themes and Programs

From Here to Sustainability

Increasingly, companies are asking: “How do we compete in a world in which energy, water, materials and toxicity are constraints to growth?” And: “What are the opportunities therein?” 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 increased ability to attract and retain talent. But it’s not without risk. **What You’ll Learn:**

- What’s driving sustainability issues to rise to the top inside the world’s biggest companies
- Strategies leading companies are harnessing sustainability to create business value
- The opportunities and risk of communicating about sustainability to stakeholders
- How a new breed of green innovators is transforming markets

Can Technology Solve the Climate Crisis?

A convergence is taking place among energy, information, building and vehicle technologies, representing one of the next great waves of business innovation — and the keys to addressing the climate crisis. This mash-up of climate tech, sustainable business and artificial intelligence is creating vast opportunities for companies to develop ultra-efficient and innovative products, services, and business models — both B to B and B to C. **What You’ll Learn:**

- The new business opportunities for both technology and non-technology companies
- How AI is key to addressing sustainability goals
- The new value chains and knowledge networks that will increasingly shake up markets
- Where technologies are headed and how to prepare

Prosperity, Security, Sustainability: America’s Trillion-Dollar Opportunity

In an era of climate change, economic uncertainty, hyperpartisanship and global turmoil, business as usual is giving way to bold, audacious thinking: How can America’s private sector realign its interests in a way that builds resilience and well-being while strengthening its economy and environment? It’s a trillion-dollar business opportunity that affects every sector, and the inspiring subject of Joel’s 2016 book about a new “grand strategy” for America, born at the Pentagon, that embeds sustainability as a strategic national imperative. **What You’ll Learn:**

- The Pentagon-inspired vision to align America’s economy, foreign policy, and sustainability goals
- The three huge pools of demand waiting to be tapped by the private sector for profit
- Why Washington isn’t the key ingredient in our recovery (but local government and CEOs are)
- How this revolution is already taking shape across America

For Conference Organizers

“Joel’s presentation **could not have been more timely, or more on point**. His engaging style and specific insights exceeded our expectations. I continue to receive a significant amount of positive feedback from our members.”

— Brent J. McClendon, President and CEO, National Wooden Pallet & Container Association

“Your presentation **made a big difference for the group and the CEO**, who is personally committed to make sustainability a key success factor of the company.”

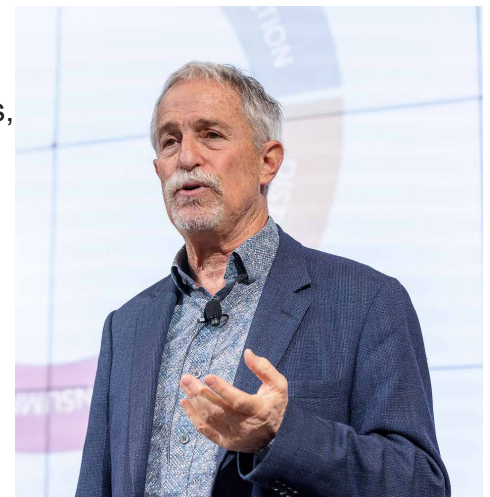
— Christian Forthomme on behalf of Posti, the Finnish postal board

“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.”

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

Other Useful Information . . .

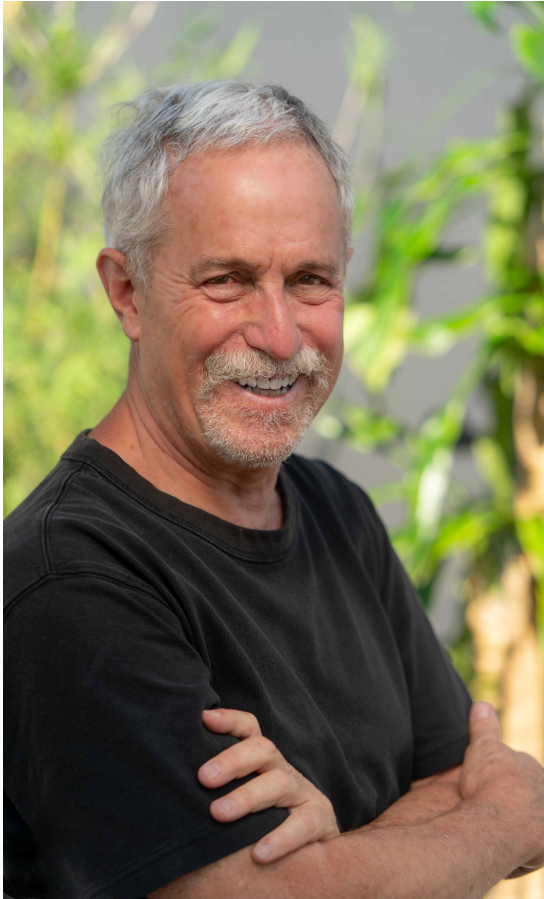
- In addition to speaking, Joel is usually able to participate in other activities surrounding an event, including media interviews, meet-and-greet events for key sponsors, and small-group discussions. He strives to customize his appearances and presentations to each audience and organizer’s needs.
- Joel runs presentations directly off his MacBook Pro, running Apple Keynote (he brings all the adapters and remote controls needed for this) and requests a lav microphone and a confidence monitor.
- High-res photos of Joel can be downloaded at makower.com/bio.
- For fees, contact your speaker’s bureau, or Joel directly at joel@makower.com.



Select Keynote Appearances

- ABB
- Autodesk
- Berkshire Hathaway
- Cisco CIO Summit
- Clorox
- ConAgra
- DeBeers
- Gap Inc.
- General Motors
- IBM
- ING Bank
- Intel
- Johnson & Johnson
- Legrand North America
- National Assn. of Home Builders
- Natureworks
- Nike
- Philips Electronics
- Rockwell Automation
- SABIC
- Sodexo
- State Street Bank
- Steelcase
- Walt Disney Company
- Wells Fargo
- Walt Disney Company
- Xerox

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 co-founder of Trellis Group (formerly GreenBiz Group) which operates industry-leading media, events and peer networks on sustainable business. He also serves as strategy director for the Music Sustainability Alliance, a music industry consortium.

Joel has been a keynote speaker 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, 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 or co-author of more than a dozen books, including *The New Grand Strategy* (co-authored with Mark Mykleby and Patrick Doherty (St. Martin’s Press, 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).

“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