

Joel Makower Bio

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SHORTER (150 words)

For more than 35 years, Joel has been a leading voice on business, sustainability and innovation. As an award-winning writer, speaker and advisor, he has helped both large and small companies align sustainability with business success.

Joel is a talented communicator who brings a clear understanding of the opportunities and challenges facing companies as they seek to integrate sustainability into their strategy, operations, practices and products to drive bottom-line performance and top-line growth while mitigating risks.

Joel is chairman and co-founder of [Trellis Group Inc.](#) (formerly GreenBiz Group), the leading media and events company at the intersection of business, innovation and sustainability. Through its events, peer networks and editorial coverage, Trellis has helped to define and advance the profession of sustainability inside mainstream companies.

A former nationally syndicated columnist, Joel is author of more than a dozen books. The Associated Press has called him “The guru of green business practices.”

LONGER (325 words)

For more than 35 years, Joel Makower has been a leading voice on business, sustainability and innovation. An award-winning entrepreneur, author, speaker and strategist on corporate sustainability practices, he has advised a wide range of companies on how to align sustainability with business success.

Joel is chair and co-founder of Trellis Group, the leading media and events company at the intersection of business, innovation and sustainability. Through its events, peer networks and editorial coverage, Trellis has helped to define and advance the profession of sustainability inside both large and small companies. Joel also serves as Strategy Director at the Music Sustainability Alliance and

advises both large and smaller firms, from startups to scale-ups, on sustainability strategy and communications.

Joel is a talented speaker and storyteller and a frequent keynoter, moderator and host at corporate events and conferences around the world.

A former nationally syndicated columnist, Joel is author or co-author of more than a dozen books, including *THE NEW GRAND STRATEGY: Restoring America's Prosperity, Security and Sustainability in the 21st Century* (St. Martin's Press), about a business and investment plan for America, born at the Pentagon, that embeds sustainability as a national strategic imperative.

Joel brings a clear understanding of the opportunities and challenges facing companies as they seek to integrate sustainability into their strategy, operations, practices and products to drive bottom-line performance and top-line growth while mitigating risks in a climate-impacted world. He has watched firsthand the transformation of some of the world's biggest companies as they embraced sustainable, even regenerative, business practices — and as some stumbled or lowered their sustainability goals.

The Associated Press has called Joel "The guru of green business practices." In 2012, he was awarded the Hutchens Medal by the American Society for Quality, which cited "his ability to tell compelling stories that both inform and inspire business leaders toward profitable action." In 2014, he was inducted into the Hall of Fame of the International Institute of Sustainability Professionals.