

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 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 to find profitable solutions to vexing environmental challenges.

For more than 25 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 innovation, 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.

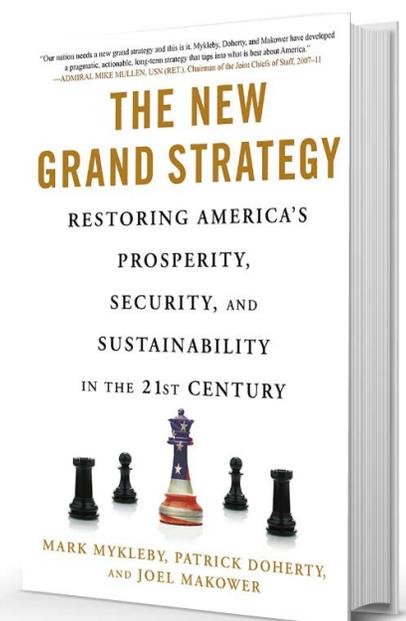
His **balanced, realistic, and credible approach** to green business and clean technology has helped executives in a variety of companies and sectors create strategic roadmaps, make the business case, articulate a vision internally, form meaningful partnerships, and communicate with a broad range of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

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

In his most recent book, Joel offers a bold view of America’s economy, as seen through the lens of prosperity, security and sustainability – and why 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 during this election year. Designed to be 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 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 latest book (published in 2016), about a new economic opportunity for America, born at the Pentagon, that embeds sustainability as a strategic national imperative – and represents a massive 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 10 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 the world's 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 consumers. **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 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 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. I tell how leaders align sustainability with business value. **What You'll Learn:**

- What's driving environmental issues to rise to the top inside the world's biggest 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
- 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 and on-camera interviews, or to host lively and intelligent discussions with executives and thought leaders – in-person, on video and online. He also serves as emcee of events, harnessing his talents as an engaging host, a nimble thinker, and a quick wit to create experiences that rise above “conference as usual.”

For Conference Organizers

“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 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
- Additional information about Joel can be found at www.makower.com.
- For fees, contact your speaker’s bureau, or Joel directly at joel@makower.com.



Select Corporate Keynote Appearances

- Autodesk
- Ball Corp.
- Cambridge Programme for Sustainability Leadership
- Cannon Design
- Cisco CIO Summit
- Clorox
- Coca-Cola
- ConAgra
- Detroit Economic Club
- ExpoMarketing Bogota
- Food Marketing Institute
- General Motors
- Global Retail Marketing Assn.
- IBM
- ING Bank
- Intel Labs
- Johnson & Johnson
- Laboratory Products Association
- Legrand North America
- National Renewable Energy Lab
- Nike
- Office Depot
- Philips Electronics
- Rockwell Automation
- SABIC
- Shell
- Sodexo
- Society of the Plastics Industry
- Sprint
- State Street Bank
- Steelcase
- US-Japan Roundtable on Smart City Innovations
- Walt Disney Company
- Wakefield Foods
- Waste Management
- Wells Fargo
- World Innovation Summit

About Joel



For more than 25 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 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 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). His latest, *The New Grand Strategy* (co-authored with Mark Mykleby and Patrick Doherty), was publishing 2016 by St. Martin's Press.

Joel serves in a board or advisory role for several nonprofits 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