

# INAUGURAL ASPEN INSTITUTE FIRST MOVERS SUMMIT



OCTOBER 5-7, 2012 | ASPEN, COLORADO



*The Aspen Institute Business & Society Program acknowledges the generous support of our sponsors in making this Summit possible.*



# WELCOME

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We are delighted that you have chosen to join us for the inaugural First Movers Summit.

Four years ago, in 2009, as a world-wide financial crisis was barely loosening its grip, the Aspen Business & Society Program launched a new fellowship program, one for exceptional business innovators whom we call First Movers.

The First Movers we have come to know through this fellowship are remarkable, creative and resilient. They have a track record of imagining and introducing new products, services, business models and practices that create long-term value for their companies and contribute to our collective well-being. They are the vanguard of a new kind of business professional, social *intrapreneurs*, who see beyond short-term financial results and believe in new possibilities for business.

The fellowship program endeavors to help these individuals become bolder and better innovators and more effective leaders of change in their companies. In addition, our goal is to build a cohort of business leaders who will, over time, collectively change how business is done and how business success is measured.

At this inaugural Summit, Fellows from all four classes are coming together with other participants who have deep expertise and interest in social intrapreneurship to share insights and learn from each other.

The agenda is designed to encourage dialogue and contemplation and to foster new personal connections.

We invite you to take advantage of this opportunity to step back and ask yourself questions that are at the heart of our First Movers Fellowship: What are my deeply held personal aspirations and how do my professional endeavors align? What practices can I put in place to amplify my impact and that of others who are working to ensure that business lives up to its full potential for positive change?

We hope the weekend will inspire and challenge you and will reignite your commitment to achieving your own intrapreneurial goals.

Welcome, and enjoy the autumn landscape in the Rockies.

A handwritten signature in dark ink, reading "Nancy McGaw". The signature is fluid and cursive, with the first name "Nancy" written in a larger, more prominent script than the last name "McGaw".

**NANCY MCGAW**

Director | First Movers Fellowship Program

# AGENDA

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## FRIDAY, OCTOBER 5

- NOON – 3:30 P.M.**      **Check-in**  
*Aspen Meadows Reception*
- 3:30 – 4:00 P.M.**      **Reception for all Summit participants.**  
**(Coffee, soft drinks and light refreshments.)**  
*Doerr-Hosier Center*
- 4:00 – 5:00 P.M.**      **Opening session for all Summit Participants**  
**(Fellows and Other Invited Guests):**  
What is social intrapreneurship and why does it matter?  
  
Fellows and guests will be offered assigned seating at round tables to facilitate small group introductions and conversation.  
*Doerr-Hosier Center, McNulty Room*
- 5:15 – 6:30 P.M.**      **Salon: Turbocharging sustainability: Possible from any perch?**  
A conversation with Andy Ruben, a visionary in the worlds of retail and sustainability. Andy is co-founder of yerdle, a Silicon Valley start-up designed to encourage consumers to share rather than shop and tap into the burgeoning “collaborative consumption” trend. Previously, Andy served as the first Chief Sustainability Officer at Walmart, the world’s largest retailer. Andy will share his story – of pursuing sustainability in and through organizations large (with 2 million employees) and small (with one partner) – and prompt the audience to share theirs.  
*Doerr-Hosier Center, McNulty Room*
- 6:30 – 7:30 P.M.**      **Cocktails**  
*Doerr-Hosier Center*
- 7:30 – 9:00 P.M.**      **Dinner: Leadership Lessons from the 10th Mountain Division.**  
Bruce Hutton, Professor and Director of Ethics Integration, Daniels College of Business, University of Denver, will tell us the story of a remarkable group of WWII leaders who trained in the Rockies near Aspen.  
*Doerr-Hosier Center, McNulty Room*

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## SATURDAY, OCTOBER 6

- 6:45 – 7:30 A.M.**      **Yoga (optional)**  
*Anderson Park in Aspen Meadows or Aspen Meadows Health Center, depending on weather*
- 7:30 – 8:30 A.M.**      **Breakfast buffet**  
*Aspen Meadows Restaurant*
- 8:30 – 9:30 A.M.**      **Morning reflection**  
*Koch Seminar Building, Lauder Room*
- 9:30 – 9:45 A.M.**      **Break**  
*Koch Seminar Building*
- 9:45 – 10:45 A.M.**      **Collaboration: Working together toward a common end.**  
Fred Dust, IDEO, presenting  
What are the design elements of successful collaborations? When business leads the collaborative effort, how can we be more effective at corralling the problem-solving talent and key resources — both within our own organizations and outside — that are critical to success? Fred Dust, who heads the Systems at Scale practice at the leading design consultancy, will use examples, lessons and models drawn from the IDEO portfolio of successful design for collaboration.  
*Koch Seminar Building, Lauder Room*
- 10:45 – 11:00 A.M.**      **Break**  
During the break, participants are invited to post topics for discussion during the next session and invite others to join.  
*Koch Seminar Building*
- 11:00 – 12:30 P.M.**      **Paired Walks/Group Conversations.** Participants will self-select groups where they can continue to brainstorm about opportunities to work within industries or across companies or sectors or to discuss topics that are of mutual interest.

# AGENDA

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Rather than share ideas raised in these conversations in a plenary session, we invite everyone to post ideas about collaborations – or any ideas/questions/requests related to the First Mover Fellowship Program or social intrapreneurship that you want to share – on a bulletin board which will be available throughout the Summit.

**12:30 – 1:30 P.M.**

**Lunch buffet**

*Aspen Meadows Restaurant*

**2:00 – 3:15 P.M.**

**Afternoon workshops.**

Workshops are open to all Summit participants.

- **Workshop A: Creating breakthrough change in companies:** Can cultures change? If so, how does it happen? Discussion leaders: Erin Meezan, Interface; JoAnn Stonier, MasterCard; and Kevin Thompson, IBM.  
*Paepcke Memorial Building, Clarke Library*
- **Workshop B: Leveraging the First Mover Experience within your own company and beyond:** Planting the seeds of intrapreneurship. Discussion Leaders: Drummond Lawson, method; Regula Schegg, Hilti; and Keshav Sondhi, FedEx Express.  
*Paepcke Memorial Building, Paepcke Art Gallery*
- **Workshop C: How does one have a sustainable lifestyle as a family?** Finding the balance that works for you. How do you do everything that you want to do? What sustainability practices have you established in your own family? What is the role of the social intrapreneur's partner/spouse? What does it mean to be on this journey together? Discussion leaders: Ryan Kuder, ecoATM; Seth Marbin, Google; and Marika McCauley-Sine, Coca-Cola.  
*Koch Seminar Building, Lauder Room*

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- 3:15 – 4:45 P.M.**      **Refreshment break and open space.** Summit participants are invited to use this time for whatever activity they choose – including ad hoc meetings with other Summit participants.
- Optional discussion during this time:** Building the First Movers Community: How do we most effectively stay engaged and connected and amplify the impact of First Mover Fellows? We invite any participants to join a brainstorming session to focus on building the First Movers community and impact.  
*Paepcke Memorial Building, Clarke Library*
- 5:00 – 6:15 P.M.**      **Amplifying Impact: Words of Wisdom for Social Intrapreneurs**  
Social intrapreneurs are working to change the game in business. What are some of the strategies they can use to achieve greater impact in their own companies – and beyond? In this conversation we will call on the expertise of individuals who bring different perspectives to this challenge: Steffen Landauer, Chief Learning Officer at Citi; Thomas Gensemer, Managing Partner at Blue State Digital; and Carol Sanford, Founder and CEO of InterOctave Global. Judith Samuelson, Executive Director, Aspen Institute Business & Society Program, will serve as facilitator.  
*Koch Seminar Building, Lauder Room*
- 6:30 – 7:30 P.M.**      **Cocktails**  
*Aspen Meadows Reception, Hefner Lounge*
- 7:30 – 9:00 P.M.**      **Dinner**  
*Aspen Meadows Restaurant*
- 9:00 P.M.**              **Music**  
*Location to be determined*

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## SUNDAY, OCTOBER 7

- 6:45 – 7:30 A.M.**      **Yoga (optional)**  
*Anderson Park in Aspen Meadows or Aspen Meadows Health Center, depending on the weather*
- 7:30 – 8:30 A.M.**      **Breakfast buffet**  
*Aspen Meadows Restaurant*  
Note: Please check out of your room before the morning session. Bags can be checked at reception.
- 8:30 – 9:00 A.M.**      **Morning reflection**  
*Doerr-Hosier Center, Kaufman Room*
- 9:00 – 10:15 A.M.**      **Moving forward: What does the future hold?** Summarizing ideas generated over the weekend to leverage the work of First Movers and our community.  
*Doerr-Hosier Center, Kaufman Room*
- 10:15 – 10:30 A.M.**      **Break**  
*Doerr-Hosier Center*
- 10:30 – 11:30 A.M.**      **The career path of a First Mover:** How do you continue to align passion, purpose and professional endeavors? How do you use stretch assignments, mentors, networks and development opportunities that allow you to thrive? In an open discussion, we will invite Fellows and others to share successes and challenges.  
*Doerr-Hosier Center, Kaufman Room*
- 11:30 – NOON**      **Reflections and close.** What commitments are you making to the group and to yourself?  
*Doerr-Hosier Center, Kaufman Room*
- NOON**      **Lunch buffet (optional)**  
*Aspen Meadows Restaurant*



# SUMMIT PARTICIPANT BIOS

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**CARLOS ABOGABIR** is Vice President of Corporate Affairs and Inclusive Business for SMU, one of Chile's largest retail holdings. Carlos is responsible for corporate social responsibility efforts, community management, media, public relations initiatives and the development of new products and businesses that create shared value between the company and the local communities in which it operates. Previously Carlos worked as Director of Corporate Affairs at Colbun SA (largest Chilean power generation company), as Chief Education Officer of Municipality of Puente Alto (biggest and one of the poorest municipalities in Chile) and as a Finance Manager at Procter & Gamble. Recently awarded as 2012 Eisenhower Fellow, Mr. Abogabir is a National expert in Sustainability, especially in Private Sector – Civil Society interrelationship. As an Engineer with a MSc in Public Policy, he combined a highly accountable management with a strong focus in social impact measurement and trust building interrelationship that allow him to create projects that connect private, public and civil society sectors in a win-win collaboration scheme.



*2012 Fellow*

**NICOLA ACUTT**, PhD, is the Director of the VMware Foundation, which is focused on providing a platform for the virtualization and cloud computing company's more than 14,000 employees across 40+ locations to be active corporate citizens and make a difference in the communities in which they live and work, and in the wider world. Nicola developed and runs the global programs, including the signature Service Learning initiative. She is a champion for applying the principles of innovation and collaboration to building a culture of service and corporate citizenship at VMware. Prior to joining VMware, Nicola was the Associate Dean and faculty member at Presidio Graduate School. She has worked as a consultant to the South African Government on natural resource policy. Originally from South Africa, Nicola received a Commonwealth Scholarship to complete her PhD at the University of East Anglia in the UK, and has a BS from the University of California, Berkeley.



**CHRISTOPHER P. ADKINS**, PhD, is Executive Director of the Undergraduate Business Program at the College of William & Mary (Mason School of Business). His research and teaching integrate insights from cognitive neuroscience, behavioral economics and social psychology to improve business decision-making, particularly in the areas of ethics, sustainability, and social entrepreneurship. Current research projects include: the influence of emotional memory in ethical decision-making, the role of empathy in stakeholder analysis and value creation, and the interaction of pro-social and pro-self dispositions and behavior in entrepreneurial settings. In his teaching, Chris has pioneered the Giving Voice to Values with undergraduates. With consulting firm Saatchi S, Chris led the first personal sustainability program at a university. He

# SUMMIT PARTICIPANT BIOS

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is the co-founder of the Corporate & College Collaborative for Sustainability, a partnership of business leaders, faculty and students for innovation in sustainability education. Chris holds a PhD and BA from William & Mary, and an MA from Boston University.



**LISA ARNOLD** is a mosaicist and multi-disciplinary teaching artist who splits most of her time between working in her home studio along the Mississippi River Gorge in Minneapolis and leading community art projects across the state and elsewhere. She has been an artist-in-residence for 12 years, working to empower students by honing their visual, technical, and poetic abilities. Often combining mosaics, poetry, storytelling, nature art, puppetry, installation, and/or performance art, she loves overlapping disparate elements and making them sing! Her doctoral studies are in Theatre, Art and Social Change at the University of Minnesota. Her undergraduate degree is in Public Speaking and she has a Master's degree in Interpersonal Communication. She has taught these subjects and others over 20 years at the University of Minnesota, North Dakota, St. Thomas and College of St. Catherine. Her other passions include traveling, paddleboarding, eating Thai food, learning Mandarin and hanging with her husband Hamlin Metzger.



*2010 Fellow*

**AJAY BADHWAR** is the Global Strategic Market Manager for the Gas segment within Dow Oil & Gas. In this role, Badhwar utilizes the market knowledge, chemistry expertise and advanced innovation of Dow Oil & Gas to help solve challenges experienced in the natural gas, gasification, and ammonia industries particularly those associated with contaminant removal. Badhwar holds a Bachelor's degree of Applied Science in Chemical Engineering from the University of Waterloo in Canada, and an MBA in Finance and Market Research from the University of Michigan. In his spare time, Badhwar is an active board member on community organizations dedicated to improving health and quality of life across the globe. He currently serves on the board of Pure Water for the World, a non-profit organization dedicated to establishing water purification systems in developing nations.



*First Movers  
Design Team*

**GARRETT BARR** is Program Coordinator for the Aspen Institute Business & Society Program. Garrett manages the First Movers Fellowship nomination and selection process and he helps build the community of Fellows. In addition, he provides overall support for several projects associated with BSP's business education work that ultimately help influence business pedagogy to take on a more holistic approach. It

is this very influence that allows Garrett to incorporate his passion for sustainable business into his work. Prior to joining the BSP team in 2010, Garrett briefly held positions with the New York State Banking Department and the State University of New York's Levin Institute in 2010 and 2009, respectively. He graduated from the University of Wisconsin – Madison with a BS in Economics.



*2010 Fellow*

**ANUPAM BHARGAVA** is Chief Executive Officer at Clearwater Systems Corporation. Clearwater is a cleantech company focused on water resource efficiency. Anupam is responsible for the overall direction of the company, including the global expansion of its Dolphin WaterCare® business and the adoption of its technology for new applications. Anupam brings to Clearwater the experience of a clean technology professional with a twenty-year track record of commercializing technology into large markets. Previously, Anupam was General Manager of Line Maintenance Services at Pratt & Whitney, a division of United Technologies Corporation, where he successfully launched new service businesses from start-up to market leader. One of Anupam's key innovations was EcoPower® on-wing engine wash, which created a global market for the environmentally responsible maintenance of aircraft engines and has helped airlines to reduce billions of pounds of jet fuel consumption and CO2 emissions. Anupam earned an MBA from the Yale School of Management and a BS from Syracuse University.



*2011 Fellow*

**JOHN BUCKLEY** is Managing Director at BNY Mellon. John is responsible for strategy development and board of director and management engagement, as well as communications and reporting relative to the firm's corporate social responsibility practices and performance. He led the creation of the firm's new disciplined approach to CSR, the strategy for the firm's targeted philanthropy and the design of the firm's highly successful Community Partnership program (engaging the firm's employees). Prior to this responsibility, John had 25 years at Mellon Financial serving in numerous leadership positions related to major corporate change initiatives, including eCommerce, re-positioning and selling the retail bank, quality management, re-engineering and cash management. Previously, John had financial engineering positions in Citicorp's Investment Management Group and General Motors Corporation's Treasurer's Office. John holds a BA degree in Economics from Macalester College and an MBA in Finance and Management Accounting from The University of Chicago Booth School of Business.

# SUMMIT PARTICIPANT BIOS

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**THEODORE CARTER** leads CBRE's strategy to deliver real estate solutions to government and public sector clients in the U.S. In this role, he oversees sales, marketing and business development for the Public Institutions and Education Solutions Group, based in Washington, D.C. From 2005-2007, he served as CBRE's South Florida market leader, where he was responsible for all lines of business for five offices and successfully expanded the company's market penetration, branding and civic leadership, including the acquisition of Blackrock Property Advisors, a boutique retail investment sales firm. He also served on the Board of Directors of the Beacon Council. Prior to joining CBRE, Ted served as President and CEO of the quasi-public National Capital Revitalization Corporation (NCRC) in Washington, D.C. which oversaw the award and development of more than \$1 billion of development projects. He was also a Deputy Assistant Secretary at the US Treasury Department and Chief Operating Officer for President Clinton's 1996 Campaign. Ted holds a BS in Foreign Service from Georgetown University and an MPA from the American University.



**DIANA CONNETT** is the Senior Specialist in Environmental Policy & Engagement in Environmental Affairs for Hess Corporation, headquartered in New York City. In her present role, she is responsible for the development and execution of internal policy as well as external partnerships with civil society. Specifically, she is galvanizing global environmental standards, investigating key performance indicators, and socializing high-level environmental risk identification and mitigation strategies. Before joining Hess, Diana earned a Master's degree in Environmental Management from the Yale School of Forestry & Environmental Studies as well as a Master's in International & Development Economics from the Yale Graduate School. During that time, Diana worked with the Yale Center for Environmental Law & Policy on the *Environmental Performance Index* and with the Organisation for Economic Cooperation and Development on a statistical analysis of their *Green Growth Indicators*. Prior to that, Diana worked on state-based energy policy as a fellow with Environment Massachusetts and holds a Bachelor's degree in Environmental Studies from the University of Chicago.



**REBECCA DARR** is a Senior Fellow at the Aspen Institute Business & Society Program, where she works with companies, investors, and educators to promote the creation of long-term value for shareholders and society. She is also a co-founder and co-owner of Atayne LLC ([www.atayne.com](http://www.atayne.com)), a certified B Corp, which makes athletic apparel that is safe for people and the planet. Previously, Rebecca was an internal Corporate Responsibility consultant for the global member firms of Deloitte. She started her career as a strategy and operations consultant at Deloitte, primarily serving public sector and health care organizations. Rebecca holds a BA from Rice University, an MBA from the University of Michigan, and a post-graduate certificate in cross-sector partnerships from Cambridge University in England.



2012 Fellow

**ASLIHAN DENIZKURDU** works with senior leadership across global business units to optimize Citi's business model and network against core market trends and targeted client segments. Primarily focused on Emerging Markets, she develops long-term strategies and facilitates informed decision-making relating to priority growth countries. Before rejoining Citi, Aslihan was a Senior Research Analyst on the buy-side at Alliance-Bernstein where she covered US banks and financial institutions. In this role, between 2009 and 2011, she was a part of the Special Situations and Advisory unit, which advised the US Department of Treasury on its TARP portfolio. Between 2006 and 2009, she was a member of the institutional Global Growth Equities platform. Aslihan graduated *magna cum laude* from NYU's Leonard N. Stern School of Business with a BS in Finance and International Business. Raised in Turkey, Aslihan was a competitive equestrian and is currently an avid skier who enjoys sailing and swimming.



2011 Fellow

**MICHAEL DUPEE** originated the role of Vice President, Corporate Social Responsibility at Green Mountain Coffee Roasters (GMCR) in 2004. In that role, he provides strategic direction for, and reports publicly on, GMCR's social responsibility initiatives and programs; manages GMCR's philanthropic giving; and shares GMCR's story and sustainability journey through public speaking and presentations. He serves on the Board of the Association of Corporate Contributions Professionals as Treasurer and on the Board of the Vermont Council on Rural Development. He was a 2005 Fellow and 2009 Coach in the Donella Meadows Leadership Fellows Program. Prior to GMCR, he was a Vice President at Goldman Sachs & Co. in New York, NY. He earned his JD, *cum laude*, and MBA degrees at Georgetown University and his BA in History, *magna cum laude* from Boston College.



# SUMMIT PARTICIPANT BIOS

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*First Movers  
Design Team*

**FRED DUST** is a Partner at IDEO, a design and innovation consulting firm. Fred leads Systems at Scale, the group responsible for helping clients to answer large, systemic questions about infrastructure, from governmental shifts to behavioral change and beyond. During his tenure, he has taken Nike executives shopping, helped to guide the realization of a future-focused education center at Stanford University, and worked with patients and staff to build innovative service models for the Mayo Clinic and Kaiser Permanente. He's also collaborated with the American Red Cross to redesign its donation experience and the Transportation Security Administration to evolve airport security. Most recently, he's worked with the Bill & Melinda Gates and Rockefeller Foundations, the University of Phoenix, the US Agency for International Development, the US Office of Personnel Management, and the US Social Security Administration. Fred serves on the Board of Governors at Parsons The New School and on the Advisory Board of the Aspen Institute Business & Society Program.



*2012 Fellow*

**MICHELLE EDKINS** is a Managing Director at BlackRock and Global Head of its Corporate Governance and Responsible Investment team of 20 specialists based in five key regions internationally. Michelle is responsible for the team's engagement and proxy voting activities in relation to the companies in which BlackRock invests on behalf of clients. She also serves on the firm's Government Relations Steering Committee. She is an active participant in the public corporate governance debate and regularly speaks and writes on the importance of good stewardship for company performance. She is Chairman of the Board of Governors of the International Corporate Governance Network and is involved in a range of other initiatives in the field of corporate governance and responsible investment. An economist by training, Michelle has also worked in the UK in a number of governance-related roles and in government roles in her native New Zealand.



*2009 Fellow*

**ERIN FITZGERALD** works with dairy producers, processors, retailers, associations, universities, government and nongovernmental organizations to drive innovation that will strengthen US dairy's marketplace position while generating lasting economic, environmental and social value. She led the effort to build a long-term strategic plan for the US Dairy Sustainability Commitment and establish industrywide sustainability goals. Prior to joining DMI in 2007, Fitzgerald served as senior manager, business development at Lowendal Group, a European operational cost reduction firm. She also led multiple projects at Cardinal Health, focused on developing key performance indicators for sales growth in Chicago and Maurepas, France, where she received the Chairman's award for integrating a pan-European business plan for sales and marketing measurement. Fitzgerald is a graduate of the University of Notre Dame and has recently been named one of Chicago Business's top "40 under 40."



2011 Fellow

**NIKKI FOSTER** is the Chief Corporate Responsibility Officer (CRO) for Sunrise Community Banks (Sunrise), a multi-bank holding company headquartered in Saint Paul, Minnesota. Sunrise is the first certified B-Corp in Minnesota and a certified Community Development Financial Institution (CDFI). As the organization's CRO, Nikki is charged with ensuring the integrity of the organization's mission and leading its Corporate Social Responsibility initiatives. She oversees the company's marketing and branding, corporate governance, and community development and community affairs efforts. Nikki was recognized as a *Finance & Commerce* 2009 Top Women in Finance, 2010 "Mover" by the *Saint Paul Pioneer Press*, and a *Finance & Commerce* Top Women in Finance Circle of Excellence award winner in 2012. Nikki received a BA in Sociology and Political Science from Luther College and an MA in Applied Sociology with an emphasis in Public Policy from American University.



2012 Fellow

**ANGELA FRANK** began her career at Nike supporting the Asia Pacific Region's Finance and Strategic Planning Team. She has spent the last 10 years working on the Corporate Responsibility team – beginning as a Labor Compliance auditor in the Americas region followed by her current position as Director of Sustainable Manufacturing & Sourcing Operations. The focus of her work has been to help define the strategy and architecture of the company's current goals of ensuring that its internal business partners as well as its contract manufacturing partners are committed to understanding the value of sustainability. She holds an MBA in International Management from Portland State University Graduate School of Business. Her undergraduate focus was Economics and Business with a passion for Eastern European studies. When not at work she enjoys reading non-fiction, cycling, tending to her chickens, gardening and spending time with her husband, Mike and children, Max and Luci.



**THOMAS GENSEMER** joined Blue State Digital's founders in 2005 to apply tactics of online engagement for political campaigns to broader non-profit, government and corporate sectors. Some of BSD's long-standing clients include AT&T, Ford Motor Company, Google, American Cancer Society, Sundance, the American Red Cross, and the United Way. In 2010, after five years of 40%+ growth, Thomas negotiated the acquisition of BSD by WPP Digital. Prior to BSD, Thomas served as the fundraising director for America Coming Together (ACT) where he managed the organization's marketing, online fundraising and grassroots engagement. Gensemer also led online communications for General Wesley Clark's 2004 presidential campaign. Thomas was honored in Crain's New York's "40 Under 40" in 2009 and has been featured in *BusinessWeek*, *The Guardian*, *The New York Times*, *The Washington Post* and on the BBC. He is a frequent speaker and lecturer on digital marketing strategies, political organizing, and fundraising.

# SUMMIT PARTICIPANT BIOS

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**LAURIE GINSBERG** is a Senior Program Manager for the Aspen Institute Business & Society Program. Laurie is currently building the Aspen Business & Society Leaders Forum, a network of senior sustainability/CSR professionals at multinational companies. Laurie manages the Faculty Networks program which convenes academics and business leaders around topics in sustainability, and supports other business education initiatives including *Beyond Grey Pinstripes* and CasePlace.org. Prior to joining the Aspen Institute, Laurie helped launch the US office of a London-based CSR consultancy. Laurie began her career in marketing and business development roles in the financial services industry, at AllianceBernstein, Credit Suisse and Evercore Partners. Laurie has an MBA from NYU's Stern School of Business and a BA from the University of Wisconsin – Madison.



**ANN GRAHAM** is a business journalist who has written about global business and the role of the corporation in society for over 30 years. She is currently a contributing editor at *strategy+business*, published by Booz & Co, and an editorial consultant with The Center for Higher Ambition Leadership, a nonprofit management institute based in Burlington, MA. As executive editor of *strategy+business*, she led the magazine's coverage of strategy and social responsibility and the influence of individual and corporate values on management and business performance. She has also held senior editorial positions at The Economist Group and Gartner, Inc. Her most recent book, co-authored with Larry Rosenberger and John Nash, is *The Deciding Factor: The Power of Analytics to Make Every Business Decision a Winner* (Jossey-Bass, 2009). Ann is a graduate of Georgetown University's School of Foreign Service and the School of Public and International Affairs at Columbia University.



**LAURIE GRAY** joined the Aspen Institute Business & Society Program in 2011 as the Director of Development. Laurie manages relationships with donors and partners, with an emphasis on building a sustainable revenue stream to support the growth and maintenance of the Business & Society Program. From 2005 to 2011, Laurie was Senior Director of Development at Mercy Corps. She managed a portfolio of California-based donors for several years, before focusing on the development of a corporate donor portfolio, including signature partnership programs with ITT, Western Union, Gap and Chevron, among others. Laurie was the Managing Director at Net Impact from 2000 to 2005, managing staff through program implementation and fundraising efforts. Prior to 2000, Laurie spent 15 years in the Silicon Valley high-tech industry, in a variety of sales and marketing roles focused on custom implementations of the UNIX operating system, and high-level contracts in support of sourceware. Laurie has a BA in Industrial Psychology from the University of California, Berkeley.





2010 Fellow

**JOANNA HAFENMAYER** focuses on development of Responsible Corporate Leaders. She is currently redesigning her company, MyImpact, to best address needs of corporations and individuals in this field, including development programs, publications and coaching. She leads the Responsible Corporate Leadership (RECOL) Forum, a group of innovative global enterprises. Until spring of 2012 she was the Citizenship & Sustainability Officer of Microsoft Switzerland, managing a portfolio of approximately 20 CSR engagements. Her main focus was the impact of information technologies on social and environmental challenges. In 2007, Joanna and her husband published the book, “Die Zukunftsmacher” (The Future Makers), that portrays 23 social entrepreneurs from all over the world and demonstrates how to combine a successful career with the sense of meaning and a positive impact. Joanna’s educational background is in business (University of St. Gallen) and international relations.



**WOLFGANG HAFENMAYER** is the Managing Partner of LGT Venture Philanthropy, with the mission to improve the quality of life of less advantaged people. To realize the mission, Wolfgang built a team of 20 investment managers and philanthropy advisors on five continents to identify and support organizations with outstanding social and environmental impact. Wolfgang gained rich experience in the industry as an investment manager with BonVenture, the first social venture fund in German-speaking Europe and helped set up Forma Futura, a sustainable asset management company. Previously, he was the executive director of the IT and management consulting firm Consileon and also worked for the consultancy Bain & Company. During a trip around the world he interviewed 230 social entrepreneurs, politicians and scientists in 26 countries and recorded his findings in his book “Die Zukunftsmacher.” Wolfgang Hafenmayer holds a degree in Economics from the University of St. Gallen, Switzerland.



2009 Fellow

**AMIR HASSON** is an accomplished entrepreneur who has started three companies, raised over \$5m, and built networks in Asia, Africa, and Latin America. After completing his Bachelor’s with Honors at Wesleyan University, he worked at leading new media companies in NYC and founded webbreathe.com. He received his Master’s from MIT Sloan, where he patented a “drive-by” wireless technology. He incubated this technology in India while managing business development for MIT Media Lab Asia. Amir then spun-out First Mile Solutions, which implements wireless solutions for multilateral institutions, and founded United Villages, which operates rural India’s first mobile phone supply chain. Amir is the inventor of 4 patents and was chosen as one of the Top 25 [Entrepreneurs] Under 35 by Red Herring. Amir recently sold a majority stake of United Villages to Oxigen, India’s leading payment solutions platform, and has joined Oxigen as its Chief Development Officer (USA) based in Cambridge.

# SUMMIT PARTICIPANT BIOS

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**JEFF HITTNER** is the Professor of Leadership and MBA faculty member at the Bard MBA in Sustainability Program. He is also the co-founder of two social ventures named Ethikus and 3CS respectively. Ethikus is an online community of ethical consumers that seeks to harness consumer purchasing power to positively influence local business practices in NYC. 3CS is a university program, which fosters collaboration between business leaders, university students, and professors in order to bridge the sustainability gap in the undergraduate education space. Prior to this, Jeff spent more than five years at IBM where he founded and led the Corporate Social Responsibility consulting practice for IBM Global Business Services globally. Jeff received his Master's in Cultures and Development Studies from the Katholieke Universiteit Leuven in Belgium, and a Bachelor of Business Administration from The College of William and Mary in Virginia where he was an elite gymnast.



**R. BRUCE HUTTON** serves as Director of Ethics Integration, Daniels College of Business, holds the Piccinati Chair in Teaching Innovation, and is a Professor of Marketing, University of Denver. He previously served as Dean of the College (1990-1994, 2007-2008), Founder and Director of off-site MBA programs (1986-1989), and Chairman of the Department of Marketing (1980-1985). He has received numerous local, regional, and national honors for contributions in business education, applied market research, and community service. He has received the National Park Service's highest civilian honor, that of Honorary Ranger, and the *Beyond Grey Pinstripes* 2001 Faculty Pioneer Institutional Leadership Award from the World Resources Institute and the Aspen Institute Business & Society Program. The award recognized Dr. Hutton's leadership in integrating social and environmental issues into business education. He co-authored a proposal for integrating ethics/sustainability in the MBA program, subsequently funded with an \$11 million dollar matching gift.



**LOIS INGRAM** has been fascinated with brands for over 25 years, as brand strategist for some of the world's leading businesses. She believes brands can and should be used to inspire, move, and coalesce people around an organization's deepest values and meaning. She founded Ingram & Company in 1986 to help organizations — as living, breathing brands — transform their understanding of and interactions with customers to become more human and empathetic, and to connect them to their deepest roots and the brands' meaning. The firm's clients include Citibank's Global Retail and Private Banks, RR Donnelley, McGill University's School of Medicine, McGraw Hill Professional, JPMorgan Private Bank, United Airlines, and Wyndham Worldwide among others. Her board memberships include the Asian American Justice Center (a civil and human rights organization) and Oceanites (a scientific and educational organization focused on Antarctica). She lives in New York City.



*2011 Fellow*

**ANNALIE KILLIAN** is Director of Innovation, Communication & Social Business at AMP, the leading independent wealth management company in Australia and New Zealand. Her mission is to catalyse the magic that lives within each and every one of us to make the world, and especially corporate life, a better place. She founded and built the Amplify Festival of Innovation & Thought Leadership into the largest and most innovative corporate learning platform in Australia. It enables business people to discover the future and interpret trends, learn in experiential ways, experiment with new ideas and integrate emerging technologies into the way people work. She led AMP's award-winning corporate intranet and Enterprise 2.0 adoption and founded AMP's crowd-sourcing innovation programme for employees. She is a frequent speaker at international events on business innovation, collaboration, creativity and corporate culture.



**KELLIE KREISER** is Executive Director of "Thunderbird for Good" and Assistant Vice President of the Thunderbird School of Global Management. Kellie oversees Thunderbird's social impact business education programs for base-of-the-pyramid learners. "Thunderbird for Good" leverages the school's expertise in international business to provide learning experiences for non-traditional students who utilize business and management skills to fight poverty, secure peace and improve living conditions in their communities. Ms. Kreiser has been responsible for the design, fund-raising, and implementation of over \$8.5 million of business training programs that have taught over 60,000 people across 23 countries. She has built partnerships with organizations, such as Goldman Sachs (10,000 Women), Freeport McMoRan Copper and Gold, the Inter-American Development Bank, and the US Department of State. Ms. Kreiser's work has been featured at the Clinton Global Initiative in 2009, 2010, and 2011 and she was a Deputy Topic Leader for the 2010 Annual Meeting.



*2011 Fellow*

**RYAN KUDER** is Director of Marketing for ecoATM, an eWaste recycling company that allows consumers to recycle cell phones, tablets and other devices through automated kiosks across America. For the past several years Ryan has been a founder or early employee at several Silicon Valley internet startups including most recently as VP Marketing for Bizzy. Previously he held marketing and product leadership roles at companies such as Yahoo, eBay, and Vodafone. As an active member of the startup community, he helps foster creativity and innovation in the companies he works with. Ryan lives with his family in San Diego, CA and enjoys grilling steak and taking his kids to the beach on the weekend.

# SUMMIT PARTICIPANT BIOS

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**STEFFEN LANDAUER** serves as Citi's Chief Learning Officer, with global responsibility for building an integrated, best-in-class learning organization across the company. His group's programs draw heavily on the principles of partnership with the business, leaders teaching leaders and advancing learning as a competitive advantage for Citi. In his prior role, Steffen was Vice President of Executive and Leadership Development for Hewlett Packard, which included global responsibility for leadership and management development at all levels of HP. Before joining HP in 2006, Steffen worked for 20 years with Goldman Sachs. He served as Managing Director with the Pine Street Leadership Development Group, which was recognized for its innovative programs and partnership with business leaders at the firm. He also led a unique extension of the group which provided leadership development solutions for external Goldman Sachs clients. Steffen has co-authored several publications and holds a BA in Economics from Columbia University.



*2009 Fellow*

**DRUMMOND LAWSON** is the Director of Greenskeeping at Method Products in San Francisco. An environmental chemist by training, Drummond applies green chemistry and material science as foundations for method's innovative, design-centric cleaning products. As method's sustainability director, Drummond oversees the green product innovation and low-impact manufacturing processes, seeking to create brand and organizational meaning from method's environmental initiatives. Drummond studied chemistry and environmental science at University of Calgary, energy systems at the University of Oslo and completed a Master's degree in Environmental Chemistry at the Université de Savoie in France. Drummond previously worked in industrial environmental R&D and as a Cradle to Cradle research scientist at EPEA Hamburg. He is a frequent speaker and lecturer on sustainability strategy.



*2009 Fellow*

**MIRANDA MAGAGNINI** is a pioneering brand builder and strategic business leader with a 25 year track record as a growth maximizing entrepreneur across multiple industries including green manufacturing, food and beverage and restaurant development. Miranda was the Co-Founder and Co-CEO of award winning IceStone, the leading green durable surface company in the US, heralded as a model of triple bottom line business practices that integrate "People, Planet and Profit." Miranda has always been active in non-profits and was the original board chair for Verite. Subsequently she was asked to become an Aspen Institute First Mover Fellow as part of the program's inaugural class. More recently she was requested to take an active role for the Fetzer Institute as part of their Business Advisory FAC – searching the globe for positive exemplars of Love and Forgiveness in the business world. Miranda is a graduate of Smith College and received her MBA from Harvard University.



**JYOTHI MARBIN** is a pediatrician at Children's Hospital and Research Center Oakland, where she works in the Primary Care, Teen and Asthma Clinics. Her research focuses on asthma, using technology to help improve health, and improving access to care for underserved children. She did her undergraduate work at Brown University where she received a BA in Health & Society. She then spent five years working with City Year, an international youth service organization, first as a Team Leader, and then served three years as the Executive Director. Following her work at City Year, Jyothi returned to Brown University where she received her MD. During medical school, she founded and directed the Rhode Island Family Advocacy Program, now known as the RI Medical Legal Partnership, which brings lawyers and doctors together to help address policy issues impacting the health of urban children. Jyothi currently lives with her husband Seth and their two children, Kaia & Jahan, in Alameda, CA.



*2011 Fellow*

**SETH MARBIN** is Program Manager on Google's Social Responsibility Team. Seth helps encourage and enable employees to use their skills, talents and resources to have an extraordinary impact on the world through service and philanthropy. He joined Google after five years in the social sector, as an AmeriCorps member three times, then as a founder of City Year New Hampshire. Seth was selected as a First Movers Fellow with the Aspen Institute's Business & Society Program and served on the steering committee of CaliforniaVolunteers Business Partner Program. He founded and maintains Teampedia.net, a free, collaborative encyclopedia of team-building activities and ice breakers. He graduated from Brown University, where he studied the intersection of public and private sector organizations and social entrepreneurship. Seth lives in Alameda, California with his wife Jyothi, daughter Kaia and son Jahan.



*2010 Fellow*

**MARIKA MCCAULEY-SINE** is Director of International Public Affairs at The Coca-Cola Company. She is responsible for stakeholder engagement, government relations and communications related to a wide range of public policy issues facing the company and for building partnerships that benefit business and communities. Since joining the company in 2005, Marika has proposed and championed 5 BY 20, The Coca-Cola Company's pledge to empower 5 million women entrepreneurs in its global business system by 2020. She has also pioneered initiatives to empower 90,000 small farmers to produce fruit for Coca-Cola's juices with partners including the Gates Foundation and USAID. Marika is a graduate of Harvard University's Kennedy School of Government. Prior to joining Coca-Cola, Marika worked for Oxfam on poverty alleviation. Marika hails from Hawaii and has lived in Indonesia, Sri Lanka, Bangladesh, Vietnam and Cambodia.



# SUMMIT PARTICIPANT BIOS

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*First Movers  
Design Team*

**NANCY MCGAW** is the creator and director of the Aspen Institute First Movers Fellowship Program, an innovation lab for exceptional business professionals who deliver value for their companies by finding opportunities at the intersection of business success and social and environmental progress. She also serves as Deputy Director of the Business & Society Program at the Aspen Institute, leading research initiatives to identify trends in corporate leadership and management education. She is currently writing a First Movers handbook. Her chapter, “Developing Innovators who Integrate Profitability and Social Value,” was included in *The Handbook for Teaching Leadership: Knowing, Doing, and Being*, published by Sage in 2012. Nancy graduated from Michigan State University and has an MA from the Nitze School of Advanced International Studies at Johns Hopkins University.



**HENRY MCGEE** is President, HBO Home Entertainment, the DVD and digital distribution division of Home Box Office, the nation’s leading premium television network. With offices in New York, London, and Toronto the company’s programs are distributed in more than 70 countries around the globe. McGee is a director of AmerisourceBergen (NYSE:ABC), one of the nation’s leading pharmaceutical services companies and number 29 on the Fortune 500 list. He also sits on the board of Quickflix (ASE:QFX), Australia’s largest subscription streaming and online DVD rental service. McGee is president of the Alvin Ailey Dance Theater Foundation, America’s largest modern dance organization. He also is a director of The Public Theater and Save the Children. McGee holds both BA and MBA degrees from Harvard University.



*2009 Fellow*

**CHRIS MCKNETT** is a Vice President of State Street Global Advisors. He is the head of the firms’ global Environmental, Social and Governance (ESG) investments business. Chris works across asset classes, investment teams and key functional domains to champion sustainable and responsible investment on behalf of SSgA and its clients. Chris is a member of both State Street’s Corporate Responsibility and Environmental Sustainability Working Groups. Chris is a member of the Investment Commission of the United Nations Environment Programme Finance Initiative, a member of the Sustainability Accounting Standards Board Advisory Council and 2009 Aspen Institute First Mover Fellow. He earned his MBA from the Daniels College of Business at the University of Denver and a BS in Business Administration from the University of Connecticut. Chris resides in Cambridge, MA with his wife and two children.



**ERIN MEEZAN** is Vice President of Sustainability for Interface. Erin ensures that Interface's aggressive Mission Zero goals are met. She leads a team that provides technical assistance and support to the company's global business units to achieve the company's aggressive sustainability vision. She helps the company address sustainability at all levels, including in operations and management, with employees and customers, and in policy forums. Erin also has an external role working with NGOs as an advisor on Boards and steering committees to develop standards and market guidance. She oversees Interface's external partnerships with environmental stakeholders and is a frequent lecturer on sustainable business to senior management teams, universities and the growing green consumer sector. Erin is a *magna cum laude* graduate of the Vermont Law School, where she earned her Master's Degree in Studies in Environmental Law and her JD.



2010 Fellow

**HAMLIN METZGER** is Director of Corporate Responsibility & Sustainability for Best Buy, a multinational retailer of technology and entertainment products and services. In this position, Hamlin is responsible for the strategic direction of Best Buy's supply chain sustainability program that seeks to improve social, environmental and economic performance. He also leads the development and implementation of the company's human rights efforts. Prior to his formal role in corporate responsibility & sustainability, Hamlin co-founded the Best Buy Social Responsibility team, a grassroots employee network that promotes the adoption of sustainable business practices. In addition, Hamlin was instrumental in the formation of the Minnesota CSR Forum which brings together corporate practitioners to seek solutions to common challenges in the field of corporate responsibility. Hamlin is a 14 year veteran of Best Buy, holding positions in merchandising and operations before moving into corporate responsibility & sustainability. He holds BA degrees from St. Olaf College and is certified in Corporate Responsibility Management through Boston College.



2011 Fellow

**RAHUL RAJ** is a serial innovator. As the Director of Sustainability + Merchandising Innovation at Walmart.com, he incubates new revenue streams that leverage the constraints of sustainability to deliver products and services that work better, save money and enable us all to live better. For these efforts, he has been honored with Walmart's Innovation Champion Award and a fellowship with the Aspen Institute. He builds and activates winning brands that are loved by their target audiences. He learned the fundamentals of Brand Management at Procter & Gamble and further honed his consumer intuition as a Brand Strategist with Publicis, working with Fortune 100 brands. He is deeply committed to social impact and 19 years ago founded Meal Exchange – a nonprofit recognized by TIME magazine as “revolutionary” for its approach in addressing hunger.

# SUMMIT PARTICIPANT BIOS

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**PAIGE REIDY** joined the Aspen Institute Business & Society Program in August 2011 as Program Assistant. She supports multiple Aspen events and projects. She currently provides research and logistical support for a BSP network focused on undergraduate business education. She is also providing support for a new network of senior sustainability/CSR professionals at multinational companies. From June 2010 to July 2011 Paige worked at a boutique environmental law firm as a Senior Project Assistant providing research and administrative support for the firm. She graduated from Brown University in May 2010 with a BA in Human Biology.



**SARAH RIENHOFF** is a Business Development Associate at IDEO. Based in the Bay Area, she works with the group responsible for helping clients with large, systemic questions about infrastructure — from governmental shifts to behavioral change and beyond. Sarah is passionate about people and improving the ways in which they work together. Prior to joining IDEO in 2011, Sarah was Program Manager for the Aspen Institute First Movers Fellowship in New York. In this role, she managed the selection process for new fellows, innovators in business at a wide range of companies in various industries, and helped build a community to connect these individuals from disparate organizations. Before her time in New York, Sarah worked at the Aspen Institute Berlin and for the European School of Management and Technology in Berlin, Germany. Sarah holds a BA in English Literature and German from Hamilton College.



**EMILY J. ROSENTHAL** is currently active on the boards of two urban ministries addressing the housing, hunger and education needs of low income families, individuals and youth in at risk situations in the East End of Pittsburgh. Before “retiring” she worked for 18 years in economic development for organizations providing management consulting to small and mid size manufacturers, venture capital, and regional marketing. She is the wife of John Buckley and mother of two grown children, both teachers. She holds a MS in History from Carnegie Mellon University and a BA from Mount Holyoke College.





**ANDY RUBEN** is the co-founder of commerce Internet start up, yerdle. Andy previously spent 10 years at Walmart, where he was widely recognized for initiating their sustainability efforts, reimagining their private brands supply chain and leading eCommerce initiatives like grocery delivery. A TED speaker who has been featured on NPR's *All Things Considered* and in *The New York Times* and the *Wall Street Journal*, Ruben, one of Walmart's youngest corporate officers, has testified before the US Senate and the House of Representatives as an expert in business and sustainability. Ruben is one of six leaders (including Hall of Fame Coach John Wooden) featured in the book *Organizational Champions* and his accomplishments were highlighted by bestselling author Daniel Goleman (*Emotional Intelligence*) and Pulitzer Prize winning writer Tom Freidman.



*First Movers  
Design Team*

**JUDITH SAMUELSON** created the Aspen Business & Society Program, an independently supported program at the Aspen Institute, in 1998. Signature programs include the First Movers Fellowship, a fellowship for exceptional institutional *intrapreneurs* – accomplished innovators recognized as top performers in their companies, and Corporate Values Strategy Group, a forum for business leaders to promote change in policy and business practice in pursuit of long-term value creation. Judy spearheaded the creation of the Aspen Principles, a set of guidelines, to spotlight short-termism in business and capital markets, and promote long-term focus by companies and institutional investors. The Principles are widely cited and were recently named one of “50 Stars in Seriously Long-Term Innovation”. In 2011, Judy was named a Top 100 Thought Leader in Trustworthy Business Behavior. Judy publishes widely and blogs for Huffington Post. Judy studied Political Science and Art History at UCLA and has a Master's Degree from the Yale School of Management.



**CAROL SANFORD** is the founder and CEO of InterOctave Global. She has been leading major consulting change efforts in both Fortune 500 and new-economy businesses for more than 35 years. Her client list includes long-term relationships with Colgate Europe and Africa and DuPont Canada, US, Asia and Europe. She is also the author of *The Responsible Business: Reimagining Sustainability and Success*. Her book is Winner of Best General Book by the International Book Awards, Top Fifteen Business Books by CNBC, Bullish on Books; Top Five General Business Books by 800CEOREAD, the largest distributor of business books in the world. It is required reading at Harvard Business School, Stanford Engineering and Management Science, and MIT Sloan, among dozens of others. Carol is a guest blogger for CNBC business blogs, Stanford Social Innovation Review, American Express Open Forum among others. Her upcoming book, *The Responsible Entrepreneur: Innovator Archetypes and a System for Change* will be released in spring of 2013.

# SUMMIT PARTICIPANT BIOS

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2011 Fellow

**REGULA SCHEGG** is Strategic Business Developer for the Hilti Foundation. Inspired by the First Movers Fellowship program, Regula decided to take her fellowship project “establishment of social enterprises through the development of alternative building materials and modular housing systems for low income people”, from concept to realization. As a consequence, she joined the Hilti Foundation in July 2012. She focuses on social enterprise development in Asia and the Pacific with its first enterprise being incorporated in the Philippines. Prior to this, Regula worked for Hilti Corporation as VP of Finance & Business Development, Energy & Industry, one of Hilti’s globally acting divisions providing products and services to the renewable and conventional energy industries. She further held the position of Head of Group Strategic Financial Controlling and was Finance Business Partner at Hilti’s North American headquarters. Prior to Hilti, Regula was Deputy Director of Capital Markets for Grameen Foundation, a Washington based NGO, focusing on poverty alleviation through Microfinance.



**WILLIAM SHUTKIN** is the President and CEO of the Presidio Graduate School, where he is also the Richard M. Gray Fellow in Sustainability Practice. In addition, William is a Senior Advisor at Aravaipa Ventures, a green investment firm based in Boulder, CO. He has led several organizations at the intersection of community development and sustainability, including the nation’s premier environmental justice law center, Alternatives for Community & Environment, and New Ecology, Inc., the pioneering green development research and consulting institution. From 1999-2008, William was on the faculty of the Department of Urban Studies and Planning at MIT. He is the author of the award-winning book, *The Land That Could Be: Environmentalism and Democracy in the Twenty-First Century*, and *A Republic of Trees: Field Notes on People, Place and the Planet*. David Brower described William as “an environmental visionary creating solutions to today’s problems with a passion that would make John Muir and Martin Luther King equally proud.”



2012 Fellow

**MEGHAN SIEGAL** is well-versed in the power of advertising. For more than a decade at Arnold Worldwide, she has sought out ways to use that power for good. She’s battled the tobacco industry as a Creative Director of the iconic truth campaign. By developing innovative messages to deter teens from smoking, she has helped truth become one of the most successful marketing programs in history to reach the youth demographic. Her efforts have helped contribute to a 60 percent decline in smoking rates among teens since 2000. Meg has also produced work for former Vice President Al Gore’s “Climate Reality Project,” a campaign to raise global awareness of the climate crisis faced by the planet. In 2007, after determining that her agency could be making better use of technology, she founded and continues to manage Arnold’s R&D Lab, an incubation center dedicated to driving innovation through experimentation.



2011 Fellow

**DIANA SIMMONS** is Director of New Product Commercialization for Clif Bar & Company. Guided by Clif Bar's five bottom lines – Sustaining our Business, Brands, People, Community and the Planet – Diana built the Company's new product development and launch process and leads the team that implements that process. Diana is known for her skills and experience in sustainability and brand management, as well as her willingness to venture deep into uncharted territory, developing and launching innovative products that expand the Company's consumer base and advance its commitment to sustainable manufacturing, ingredient and packaging sourcing. Diana holds both a Bachelor's degree in Human Biology with a focus in Environmental Policy, and an MBA from Stanford University. She was a 2011 Aspen Institute First Mover Fellow and has spoken at a host of leading business schools. Diana resides in San Francisco, California with her husband and two children.



First Movers  
Design Team

**DAVID SLUYTER**, EdD, recently retired from the Fetzer Institute, a moderate sized operating foundation with the mission of "fostering an awareness of the power of love and forgiveness." This mission reflects the conviction that efforts to address the world's crucial issues must go beyond political, economic and social strategies to their psychological and spiritual roots. Prior to his retirement, David worked in a number of capacities at the Fetzer Institute, including program officer, executive vice president, president and CEO. Two themes that ran through his work were the role of social and emotional learning in K-12 education and the role of relationships in health care and in organizational life. David received his Doctorate in Counseling Psychology from Western Michigan University. His publications include journal articles, book chapters and he co-edited two books: *Emotional Development and Emotional Intelligence: Educational Implications*, and *Leading Change in Health Care: transforming organizations using complexity, positive psychology, and relationship-centered care*.



2011 Fellow

**KESHAV SONDHI** is Manager for the Global Vehicles Asset Management group at FedEx Express. He is responsible for strategic and tactical fleet plans. His expertise is in the area of fleet optimization, which includes evaluating competing platforms (conventional, alternative) as well as vehicles within the same platform, for the parcel delivery industry. His work has included modeling and identifying the right vehicle for each mission type based upon economical as well as environmental merits. One of his primary roles includes continuously improving on the environmental impact of the vehicle fleet at FedEx. In association with the organization EMBARQ, he is sharing his expertise and knowledge of fleet management and environmental impact reduction with fleet operators in large cities like Mexico City. Keshav has a Bachelor's degree in Mechanical Engineering, a Master's degree in Industrial Engineer-

# SUMMIT PARTICIPANT BIOS

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ing, and has worked towards a PhD. Born in Nepal, he was educated in Kenya, India, Thailand and the US. His employment has spanned the continents of Asia, Europe and North America.



*2011 Fellow*

**JOANN STONIER** is Senior Vice President & Global Privacy & Data Protection Officer for MasterCard Worldwide. She is responsible for worldwide privacy compliance for the enterprise. JoAnn and her team of global professionals are responsible for creating a program that enhances commerce while ensuring the ethical use of information while upholding privacy. JoAnn has been recognized as an expert in the field of financial privacy and has spoken at industry events including: International Association of Privacy Professionals Annual Meeting; PLI's Annual Institute on Privacy Law; and Dow Jones Global Compliance Symposium, among others. In addition to her work at MasterCard, JoAnn is an adjunct professor at Pratt Institute where she leads the Business Strategy Lab as part of the Design Management Master's Program. JoAnn is also the owner of her own interior design practice, Design at Work.



*2012 Fellow*

**ABRAHAM TARAPANI** manages Astonfield's global strategy, technical partnerships and new market development efforts. In this capacity he works with national and local governments to advocate for renewable energy policies and regulations, and to identify and develop projects where Astonfield can invest in a country's energy infrastructure. He also coordinates Astonfield's approach to technology selection, as well as the development and maintenance of global technical partnerships. Prior to joining Astonfield, Abe worked at Katzenbach Partners, a New York-based management consulting firm, where he advised Fortune 500 companies on implementing transformational change to their business models. He also served as Katzenbach's Interim Chief Financial Officer and Director of Strategy and Business Development. While at Katzenbach, Abe was recognized as one of the Top 30 Consultants Under 30 in the United States. Abe holds a BS in Electrical Engineering from Yale University. In 2000 he was named a Presidential Scholar by the Clinton White House.



**JANETTE THOMPSON**, guest of John Thompson.



**JENNIFER THOMPSON** is a Project Manager for the Texas Commission on Environmental Quality Remediation Division. Jennifer is responsible for overseeing the assessment and cleanup of soil and groundwater contaminated sites in Texas. Prior to joining the agency, Jennifer worked for a private global consultancy firm coordinating and managing remediation projects across the southern US and in the Caribbean. Her extensive experience in both the private and regulatory sectors is well aligned in supporting the agency's mission, to protect human health and the environment and promote sustainable economic development through successful cleanup, re-use, and redevelopment of contaminated sites. Jennifer graduated from the University of Texas at Austin with a BS in Zoology (2001) and is currently working towards completing her Master's in Geology at the University of Texas. She is an avid SCUBA diver and enjoys traveling to tropical islands and taking underwater photographs of coral and marine life. Jennifer is a guest of Ajay Badhwar.



*2011 Fellow*

**JOHN THOMPSON** is President of Advent Financial Services. Advent delivers practical, everyday financial services focused on improving the financial capability of working families. As a co-founder and President of Advent, John provides strategic direction and leadership across all of Advent's programs. Prior to Advent, John led multiple teams at H&R Block focused on the development of financial services solutions for low- to moderate-income consumer segments, including transaction services, savings programs, benefits enrollment, and a variety of external partnerships. John has a bachelor's degree in Computer Science from the University of Kansas. Early in his career, John worked at Oracle in various database/application engineering roles.



*2009 Fellow*

**KEVIN THOMPSON** is a Senior Manager at IBM and the creator and architect of the IBM Corporate Service Corps (CSC), an award-winning global leadership development program often referred to as a "business version of the Peace Corps." Since inception in 2008 the CSC has placed over 1,500 IBM employees from 50+ countries on assignments in 23 countries working on team-based assignments with non-profits, government agencies and entrepreneurs. He credits Peace Corps service in Ghana (1996-98) and a stint in Kenya with the National Outdoor Leadership School (1994) as the contributing experiences to the CSC. Kevin currently leads a research team in the IBM Center for Applied Insights. He has also co-founded a leadership development consultancy called World Action Teams that designs and delivers immersion experiences in rapidly developing markets. He lives in Ann Arbor, Michigan with his wife, Manja and toddler son, Nels.



# SUMMIT PARTICIPANT BIOS

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*First Movers  
Design Team*

**BRYAN WALKER** is an Associate Partner and Business Lead at IDEO. Based in Palo Alto, CA, he leads the organizational design practice. He is responsible for the practice business and content, and he actively pursues new ways designers can catalyze and support massive change of complex, human systems. He has worked with organizations in a diversity of industries (from financial services to health care to consumer products) and is particularly interested in helping them understand innovation, formulate an innovation strategy, and ultimately support enterprise wide transformation that builds upon existing assets to meet future needs and goals. In addition to his work at IDEO, Bryan also lectures at Cornell University, Stanford University, UC Berkeley and the California Center of Arts and regularly speaks on the design thinking, organizational design and service design. Bryan holds a BS in Design and Environmental Analysis from Cornell University and an MS in Social Anthropology from Oxford University.



**CHRISTOPHER WHITE** leads the Center for Positive Organizational Scholarship at The University of Michigan. The Center helps leaders build purpose-driven and uplifting businesses through its groundbreaking research, educational programs and organizational partnerships. The Center won the 2012 Research Center Impact Award from The Academy of Management. While a student at Michigan, Chris co-developed and taught an MBA Social Intrapreneurship class, which has since been open-sourced into other top business schools. He continues to co-teach the class as Adjunct Faculty, and is co-authoring a book on the topic through Harvard Business Press. Chris has been leading and consulting to purpose-driven organizations for 15 years. His work has spanned the non-profit, corporate, and philanthropic sectors. Chris received his BA from The University of Sheffield (UK), and his MBA from The University of Michigan's Ross School of Business.



*2009 Fellow*

**JOCELYN WYATT** is the Executive Director and Co-Lead of IDEO.org, the nonprofit organization started by IDEO to address poverty-related challenges through design and to encourage the use of our human-centered approach to innovation in the social sector. Previously, Jocelyn led IDEO's Social Innovation practice, which she expanded over the course of several years. Jocelyn has lent her perspective to social-innovation projects with clients such as Acumen Fund, the Bill and Melinda Gates Foundation, KickStart, the Rockefeller Foundation, Unilever, the US Agency for International Development, and Water and Sanitation for the Urban Poor. Prior to joining IDEO in 2007, Jocelyn worked in Kenya as an Acumen Fund fellow. She served as VisionSpring's interim country director in India and as International Training Manager for Chemonics International, a USAID contractor in Washington, DC. Jocelyn received an MBA from Thunderbird School of Global Management and a BA in Anthropology from Grinnell College in Iowa.





**The Aspen Institute Business & Society Program** believes the business sector has immense power to shape the long-term health of society. To align business activities with the public good, we engage leaders in dialogue, networks and public programs that put responsible decision-making at the heart of business practice and education.

*[www.aspenbsp.org](http://www.aspenbsp.org)*



**The Aspen Institute** is an educational and policy studies organization based in Washington, DC. Its mission is to foster leadership based on enduring values and to provide a nonpartisan venue for dealing with critical issues.

The Institute has campuses in Aspen, Colorado, and on the Wye River on Maryland's Eastern Shore. It also maintains offices in New York City and has an international network of partners.

*[www.aspeninstitute.org](http://www.aspeninstitute.org)*