



## JOEL MAKOWER

Authority on Green Business and Marketing

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World-renowned strategist on corporate environmental practices, clean technology and green marketing, Makower has helped a wide range of companies align environmental responsibility with business success.

Joel Makower's balanced, realistic and credible approach to green business and clean technology has helped senior managers 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.

Joel is Chairman and Executive Editor of Greener World Media - creator of GreenBiz.com and other popular web sites on the greening of mainstream business. He also is Co-founder of Clean Edge Inc, a research and consulting firm focusing on building markets for clean energy technologies, and a senior strategist at GreenOrder, which consults with leading companies on strategic sustainability issues.

A former nationally syndicated columnist, Joel is author of more than a dozen books, including "Strategies for the Green Economy" (2008). Previous books include "Beyond the Bottom Line" about the profit and potential of socially responsible business practices, "The E-Factor" on how companies are responding to environmental challenges in positive and profitable ways, and "The Green Consumer" best-selling guide to the environmental marketplace.

From 1991 to 2005 he was Editor of The Green Business Letter, a monthly newsletter on corporate environmental strategy. Joel has consulted to a wide range of companies on corporate sustainability topics, including Gap, GE, General Motors, Hewlett Packard, and Nike. He also advises several green business and cleantech startups and sits on the board of the nonprofits Climate Counts, the Biomimicry Institute and GreenBlue.

Joel is a talented communicator who can cut through the hype and haze to provide clarity and perspective on a range of business environmental issues. He brings to his speeches and clients 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.

## **TEMAS**

- Green Marketing
- Clean Technology
- Sustainable Development

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## **PROGRAMAS**

### **Strategies for the Green Economy**

Nearly every company is asking some version of the question "What's our green strategy" but few understand what that means. For some firms it's just a P.R exercise, and for others it amounts to random acts of greening. But for a handful of leaders it raises key questions like "How do we operate in a world in which energy, water, materials, toxicity, and carbon emissions are constraints to growth? What are the opportunities that affords?"

Being green is no longer a matter of doing less bad or doing well by doing good. It's about growing the top line through innovation, new markets, increased productivity, enhanced customer loyalty, and increased ability to attract and retain talent. How are today's leading companies integrating environmental thinking into their operations in a way that creates lasting business value?

### **Save the Buyosphere!**

Green marketing is back, as companies ranging from GE to Procter & Gamble are trying to cash in on the renewed interest in products that help consumers be greener and cleaner. How do you sell "green" in a world with a seemingly insatiable appetite for more? In a world in which Wal-Mart, GM and BP are waving the green flag, how can marketers be heard-and believed?

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