10TH ANNUAL
CAREERS IN SUSTAINABILITY
FORUM

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BURT’S BEES
Earth Friendly, Natural Personal Care Products

November 18, 2011
McColl Building

UNC Kenan-Flagler Business School

In partnership with:

UNC Kenan-Flagler Career Management Center

The Kenan Institute
Center for Sustainable Enterprise
10th Annual Careers in Sustainability Forum Panelists

MARKETING 9:30 – 10:50

Evelyn Contre | Managing Director | Springleaf Strategies

Springleaf Strategies is a certified B Corporation committed to improving the performance and competitive edge of organizations with environmental or social missions. Evelyn helps clients grow by creating goal-driven communication and sustainability programs. She works with companies to ensure that their vision for environmental and social responsibility aligns with their business objectives. Her work includes communication strategy, sustainability consulting, corporate social responsibility, project management, and community outreach.

Before founding Springleaf Strategies in 2008, Evelyn worked at Greenfire Development and Highwoods Properties. She earned a BS in Mathematics from North Carolina State University and an MBA from UNC Kenan-Flagler. Evelyn serves on the Development Committee of the Triangle Land Conservancy and the Executive Committee of Rebuilding Together, a nonprofit dedicated to the upkeep and renewal of low-income homes and neighborhoods.

Jennifer D. Dubow | Social Business Transformation Leader | IBM

On the Global Inside Sales marketing team at IBM, Jennifer works with sales representatives in 44 centers around the world, helping them to adopt digital and social selling practices to increase lead generation and strengthen client relationships. Prior to this role, Jennifer was a marketing manager for WebSphere, an IBM software group that specializes in business process management (BPM) software. She led internal and external social media and communications campaigns for BPM. Jennifer began her career in change management consulting at Accenture and at The Empower Group in New York. She received a BS in Human Development from Cornell and an MBA from UNC Kenan-Flagler, where she concentrated on marketing and sustainable enterprise.

Lysandra Gibbs | Assistant Brand Manager | Burt's Bees

Lysandra has extensive experience in both marketing and advertising. Before joining Burt’s Bees, she worked as a marketing manager for Brooklyn Brewery and also on the NYC2012 Olympics bid campaign. She received a BS in Economics from the Warton School at the University of Pennsylvania and an MBA from Kenan-Flagler, where she focused on entrepreneurship and sustainable enterprise. She also served as the president of the school’s Net Impact chapter. Lysandra has brought her experience in marketing, entrepreneurship and sustainable enterprise together to focus on brand management for Burt’s Bees, a company that creates natural, Earth-friendly, personal care products.

Fabian Ramirez | Director of Client Services | Riley Life

Due to his commitment to the triple bottom line, Fabian was recently named Riley Life’s Chief Sustainability Officer. The company’s stated mission is to deliver superior outsourced service and logistics support to companies who aim to be sustainable and progressive. The company was named North American Sustainable Small Business of the Year by the Institute for Sustainable Development last year. In 2009, it received recognition as a Triangle Business Journal Green Entrepreneur of the Year and the Durham Chamber of Commerce Sustainable Business of the Year. Fabian, a native of Florida, graduated with a degree in Management Information Systems from Florida State University.
ENERGY  9:30 – 10:50

Maria Kingery | President and Co-Founder | Southern Energy Management (SEM)

Maria co-founded the company with her husband in 2001. She serves as chief visionary and director of cultural development, playing a key role in team resources, marketing and business development efforts across all offices. Maria believes that employees are the company’s greatest asset. She is responsible for not only hiring highly skilled sustainable energy professionals but also creating a balanced work environment where they have the opportunity to develop both professionally and personally. Thanks to her efforts, the Morrisville headquarters building now boasts a lending library, a meditation room and an outdoor basketball goal. Maria, who received a BA in English from North Carolina State University, also writes for the company’s blog, The Smart Energy Exchange.

Prior to starting SEM, Maria served as retail operations manager for Burt's Bees, where she helped create a business framework that increased the availability of Burt's Bees products across the country. She was responsible for opening the company's first retail store in Carrboro, NC.

Justin Sabrsula | GE Renewable Energy Leadership Program

Justin is in his first year of the GE Renewable Energy Leadership Program. Prior to receiving his MBA from UNC Kenan-Flagler, Justin served as Director of Research at AngelouEconomics, an Austin, Texas-based economic development consulting firm. While there, he directed the selection process of solar manufacturing plant sites as well as the development of the city’s regional renewable energy workforce program. Justin received a Master of City and Regional Planning from UNC-Chapel Hill and a BA in Public Policy from Duke University. Justin hails from Simonton, Texas (population 713).

Robert Swiatkowski | Director of Business Development | JDSU

JDSU is a leading provider of optical products and test and measurement solutions for the communications industry. Before joining JDSU this summer, Rob worked in the Smart Grid division of Elster Solutions, where he focused on the development and execution of market strategies throughout the smart grid space. By managing the sales process throughout North America, he gained experience in communicating the ROI of smart grid solutions to the nation’s major utilities. In addition, he helped Elster identify appropriate market segments and their unique needs for the smart grid. Rob has worked in business development and marketing for a number of software companies. He received an MBA from UNC Kenan-Flagler.

Mike Waters | Advanced Transportation Program Manager | Progress Energy

Progress Energy, a Fortune 250 energy company, serves more than three million customers in the Carolinas and Florida. Mike is responsible for managing a variety of electric transportation initiatives and for developing the corporate strategy in regards to plug-in vehicle grid integration. Mike is currently involved with several industry working groups and partners, including GM, Ford, Nissan and EPRI, to help demonstrate vehicle technology and prepare the grid and communities for widespread plug-in vehicle adoption.

Prior to joining Progress Energy in 2008, Mike worked as a manufacturing engineer for nine years with Corning Optical Fibers. He holds a BS in Chemical Engineering from Georgia Tech and an MBA from UNC Kenan-Flagler He is a licensed Professional Engineer.
REAL ESTATE  11:00-12:20

Annie Evans | Vice President of Development, Green Street Properties

Annie joined Green Street Properties in 2011 to lead its multifamily development projects located in Atlanta and other East Coast cities. Annie also provides development consulting. Prior to joining the firm, Evans worked as a development associate for Atlanta-based Gables Residential, where she performed an integral role in all stages of development and construction of multifamily units, including EarthCraft and Energy Star certified communities. Annie is a member of the Urban Land Institute (ULI) and the U.S. Green Building Council (USGBC). She earned a BSE in Civil and Environmental Engineering from Princeton University. Annie received her MBA from UNC Kenan-Flagler with a dual concentration in Real Estate Finance and Sustainable Enterprise.

Michael Lemanski | Director | Development Finance Initiative, UNC School of Government

Michael has more than 15 years of experience using innovative finance mechanisms to complete complicated real estate development projects. His specific expertise has been in redeveloping contaminated and historic properties in urban environments. He is the founder and former managing partner of Greenfire Development in Durham, where he now serves on the board. Prior to starting Greenfire, Mike was an environmental engineer for Kimberly Clark Corporation. He studied chemical engineering and environmental science at North Carolina State University and received an MBA from UNC Kenan-Flagler. He is involved with a number of local nonprofits, including Triangle Tomorrow and the area chapter of the Urban Land Institute (ULI).

James Meadors | Founder and President | Meadors Construction

Meadors Construction is committed to the architectural integrity and charm of historic buildings. James leads a team of architects, artisans, and craftspeople who, using traditional techniques and aided by the latest technologies, not only restore but also design and build lasting structures in Charleston and throughout the Southeast. For preservation, renovation and new construction, his company employs sustainable building practices.

James also serves as Chairman of the Charleston Green Committee. In 2011, he received the City of Charleston Stewardship Award in recognition of his commitment to the preservation, conservation and enhancement of the city. James and the CGC are collaborating with The Home Depot Foundation’s Sustainable Cities Institute (SCI), which awarded Charleston $1M as a part of a 3-year initiative to demonstrate the challenges and successes of implementing lasting sustainability programs at the local level. James, who sees environmental sustainability as the foundation of historic preservation, believes that “the greenest building is the one that is already built.”

Jonathan Philips | Managing Director | Anka Funds

The Anka Funds is a firm that invests in real estate and sustainable ventures. Prior to joining Anka, Jonathan focused on investment and strategic activities as a Senior Director and General Partner of Cherokee Investment Partners. While there, he helped craft the US Conference of Mayors, a national public-private partnership between Cherokee and the nation’s official organization of mayors to fast-track the cleanup and revitalization of distressed property in cities and towns across America. He is a member of the Business Council of the US Conference of Mayors (USCM) and serves on its Council for the New American City. Prior to Cherokee, Jonathan ran a sustainability-driven private company in New York City and worked as an M&A corporate attorney with Davis Polk & Wardwell.

Jonathan is a founding member of the Board of Advisors for UNC Kenan-Flagler’s Business Accelerator for Sustainable Enterprise (BASE) program. Jonathan received his JD from the Yale Law School and a BA from the University of Virginia.
Tony Sease | Principal, Civitech

As a civil engineer and registered architect, Tony brings an interdisciplinary perspective to the planning and design of sustainable communities. He has worked on many New Urbanism design charrettes and projects around the country and internationally. Dedicated to creating compact, complete and connected communities, Tony advises on integrated infrastructure solutions, urban design, transportation and street design, and civic infrastructure. Tony is an appointed member of the Location and Planning Technical Advisory Group of the United States Green Building Council (USGBC). He teaches graduate-level courses in sustainable cities and urban design in the Department of City and Regional Planning at UNC-Chapel Hill, and at the Nicholas School of the Environment at Duke University.

SUSTAINABILITY CONSULTING  11:00-12:20

Michael Chang | Senior Consultant, Sustainability and Climate Change | Deloitte

Michael has over 5 years of experience providing sustainability consulting services to clients across the technology, consumer products, and real estate sectors. His work experiences include greenhouse gas (GHG) inventory research and reporting for Fortune 500 companies, as well as supply chain and life cycle analysis, supplier engagement, and carbon methodology development. Michael actively participates in the development of agricultural carbon standards through the Climate Action Reserve to incentivize sustainable farming practices through carbon financing. Before Deloitte, he worked in China in high-tech manufacturing and clean tech industries. Michael received a Master’s in International Energy Management and Policy from Columbia University and a BA in Economics from New York University.

Mark Hilpert | Associate | Booz Allen Hamilton

At Booz Allen Hamilton, Mark supports U.S. military clients on clean energy and sustainability initiatives. While pursuing an MBA at UNC Kenan-Flagler, he served on the leadership teams of both the Energy Club and the Net Impact Club. He also led two student consulting projects on biomass to energy for Novozymes and the Biofuels Center of North Carolina, as well as helped to identify $1.5M in savings from proposed operational changes in the wind turbine parts manufacturing process. As a former U.S. Navy officer, Mark has a unique understanding of the needs and organization structure of the military. Prior to business school, he also served as a communications director for members of Congress and a business reporter for the Washington Business Journal.

Marc Major | Co-Founder and Principal | Cleargreen Advisors

At Cleargreen Advisors, Mark helps businesses generate value by weaving sustainability into business strategy, including product and process innovation, organizational structure and operations. Cleargreen clients are large and small companies in industries as diverse as apparel, automotive, food and consumer packaged goods. Before co-founding his company, Marc served as a strategy consultant with Blu Skye Consulting, where he advised and supported Walmart executives with the creation and rollout of its sustainability strategy. Marc has also worked as a strategy consultant and change management advisor for Clorox, Colgate-Palmolive, Unilever and the Environmental Defense Fund (EDF), as well as for governmental and intergovernmental agencies.

Marc received an MBA from the Kellogg School of Management at Northwestern University and a Master’s in Curriculum & Instruction from the University of Colorado. He spent five years teaching economics, government and history in the public schools of urban Los Angeles.
IMPACT INVESTING (2:00-3:20)

Bonny Moellenbrock | Executive Director | SJF Institute and Investors' Circle

Bonny Moellenbrock is the Executive Director of SJF Institute and Investors' Circle and brings extensive entrepreneurial, venture capital, sustainable business, and nonprofit management experience to her role. Moellenbrock has been with SJF since 2001, first serving in administrative and investment roles. As SJF Ventures Managing Director, she served on the Investment Committee, generated deal flow in the natural consumer products sector, conducted due diligence on prospect companies, and monitored portfolio companies.

Moellenbrock is a member of the GIIRS Developed Markets Standards Advisory Council and serves on the Board of Directors of Bull City Forward and the Resource Center for Women and Ministry in the South.

Prior to joining SJF, Moellenbrock was COO and CFO of Preservation North Carolina, a premier statewide nonprofit that promotes historic preservation and protects properties through its award-winning endangered properties acquisition and redevelopment program, and also served as VP of Administration for Orange Recycling Services, an entrepreneurial commercial recycling company. Moellenbrock holds an MBA, a Master of Regional Planning, and a BA in Environmental Policy from the University of North Carolina at Chapel Hill, and is a graduate of the Venture Capital Institute. She enjoys gardening and making music with her husband and two daughters at their historic bungalow in Durham.

Steve Monti | Social Entrepreneur and Impact Investor

Steve is a corporate “intrapreneur” turned social entrepreneur and social justice impact investor in the Research Triangle area. His background includes a 20-year management career at IBM. While at IBM, Steve helped to secure over $200 million in funding to launch and help lead internal startup ventures. He is an alumnus of Duke University (BS), Stanford University (MS), and the Venture Capital Institute. He is also a member of the Investors’ Circle’s national network of impact investors. Steve is driven by a passion for social justice, grounded in faith. His current board and service commitments include Passage Home, a faith-based nonprofit community development corporation, as well as the NC Fourth Sector Cluster Initiative, the Duke Catholic Center, and several ministries of his parish.

Stephanie Nieman | Director of Developed Market Standards | B Lab / GIIRS

Stephanie works on social and environmental performance standards for B Lab, a nonprofit dedicated to harnessing the power of business to solve social and environmental problems.

She is currently working on the launch of GIIRS Ratings & Analytics, which provides third-party ratings and data regarding social and environmental performance for impact investments. Managing the verification processes behind B Corp certification and GIIRS ratings, Stephanie works with investors, investment advisors, fund managers and companies to design and develop GIIRS analytical tools, benchmark data, and ratings information in order to drive capital to high-impact investments.

Before joining B Lab, Stephanie worked in Institutional Equity Sales at Lehman Brothers, where she served on the firm’s pro bono microfinance team. She also worked in sales and business development for Pearson Education. She received an MBA from UNC Kenan-Flagler and a Graduate Certificate in International Development Policy from Duke University.

Napoleon Wallace | Special Assistant to the CEO | Center for Community Self-Help (CCSH)

As a member of the executive team of the Center for Community Self-Help (CCSH), Napoleon manages special projects across the organization. Prior to joining the Durham-based organization, he worked in the Investment Banking division of Wachovia, as well as the Commercial Credit group of M&F Bancorp. He earned an MBA from UNC Kenan-Flagler, where he was a Carolina Entrepreneurial Fellow. While a
student, he worked with the SJF Institute and the Natural Capital Investment Fund (NCIF), as well as helped launch the Investors’ Circle Venture Fellows program.

Carol Hewitt | Co-Founder | Slow Money North Carolina

Carol is a business owner, local food activist, and entrepreneur. Carol has worked in the non-profit world, spent a decade in the corporate sector, and ran her own Diversity training and organizational consulting firm. For the past 28 years, Carol has also owned and run a small business in Pittsboro with her husband Mark.

In June of 2010 Carol co-founded Slow Money North Carolina, which is moving money into local food businesses, via low-interest peer to peer loans. To date some 15 loans in the $1000 to $10,000 range have been made by people who want to put some of their investment dollars into their local food economy. Carol also recently put together a group of individuals who have made a Slow Money loan for 400,000 to refinance a local food coop.

Carol recently returned from California where she spoke at the 3rd Annual Slow Money National Gathering about the Slow Money work being done in NC. In the last year more loans have been made in NC than anywhere else in the US. Carol is an activist and an idealist. She delights in finding ways to empower people to start and run their own businesses, while strengthening community in ways that also enhance our planet.

CORPORATE STRATEGIES 2:00-3:20

Andrew Hutson | Corporate Partnerships Program Manager | Environmental Defense Fund (EDF)

For the Corporate Partnerships Program at the Environmental Defense Fund (EDF), Andrew is currently focusing his research on Chinese manufacturing, supply chain issues in the retail industry, and green finance opportunities. Before joining EDF, he worked for various consulting firms, including CEB and Accenture, and served as a volunteer with RARE Conservation in Honduras. Andrew received his PhD in Public Policy from UNC Chapel Hill, where he focused on environmental policy, as well as a Master’s of Environmental Management (MEM) from the Nicholas School of the Environment at Duke University, and a BA in International Relations from Michigan State University.

Matt Kopac | Corporate Responsibility Manager | iContact

Matt manages iContact's corporate responsibility program, which encompasses environmental sustainability initiatives, community outreach, employee engagement and impact measurement. The Triangle-based email marketing firm is a certified B Corporation. Matt brings strategic direction to the company’s triple-bottom line goals.

Matt has staked his career at the intersection of the for-profit, public and non-profit spheres, believing this convergence point holds incredible promise for promoting economic development and alleviating poverty. Prior to joining iContact, he worked as a sustainability consultant in the Triangle, served as a Rotary Ambassadorial Scholar and social enterprise consultant in El Salvador, lobbied for community development and affordable housing programs in Washington, DC, and served as a Small Enterprise Development Peace Corps Volunteer in Benin.

Matt holds an MBA from the Yale School of Management, as well as joint bachelor’s degrees in Economics, International Relations and Political Science from the University of Wisconsin-Madison.
Brandon Little | VP of Supply Chain Sustainability | Bank of America

At Bank of America, Brandon works with senior leadership to integrate sustainability goals and metrics in supply chain management processes and serves as a sustainability expert to sourcing and supplier managers in high impact commodity categories. She has also led a number of traditional sourcing/procurement projects to support the sourcing team. Before graduate school, Brandon worked as a paralegal in Washington, DC and as an English teacher for the Japan Exchange and Teaching (JET) Program. Brandon received an MBA from UNC Kenan-Flagler and a Master's of Environmental Management (MEM) from the Nicholas School of the Environment at Duke University. While pursuing the joint degree, she interned with the Environmental Defense Fund (EDF)’s Corporate Partnerships Program, as well as with Bank of America. She received a BA in Public Policy from Duke University.

Letitia Webster | Global Director of Corporate Sustainability | VF Corp

As the head of corporate sustainability for a $9 billion apparel and footwear powerhouse, Leticia oversees the responsible management of a highly complex supply chain, which spans multiple geographies, product categories and distribution channels. VF Corp’s brands include Timberland, Smart Wool, Vans and The North Face, the latter of which Leticia was the Director of Corporate Sustainability. In 2009, VF Corp made a companywide commitment to develop an integrated approach to sustainability across its businesses by reducing energy use and eliminating waste throughout its operations.

Leticia received an MBA in Sustainable Business from the Bainbridge Graduate Institute (BGI). She lives and works in Greensboro.

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