



THE GEORGE WASHINGTON UNIVERSITY  
S C H O O L O F  
B U S I N E S S

# UNCOMMON ALLIANCES

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Real Partnerships – Real Experiences – Real Impacts

June 4, 2012

*Hosted by*

*The Secretary's Office of the Global Partnership Initiative at the U.S. Department of State  
and the Institute for Corporate Responsibility at the George Washington University School of Business*

# Speaker Biographies



## Jon Carson

**Director of the Office of Public Engagement, the White House**

Jon Carson is the Director of the Office of Public Engagement. Previously, he served as the Chief of Staff at the White House Council on Environmental Quality (CEQ). Before joining the Administration, Jon was the National Field Director for President Barack Obama's campaign in 2008 and worked on the Obama transition team. Carson also managed Tammy Duckworth's 2006 general election campaign in

Illinois' 6th Congressional District and has worked on many political campaigns over the last decade, including Al Gore's 2000 presidential campaign. Jon served in the Peace Corps in southern Honduras for two years, building water systems for rural villages. He graduated from the University of Wisconsin-Platteville with a B.S. in Civil and Environmental Engineering and received a Master's Degree in Geography from the University of California-Los Angeles.



## Dr. Steven Lerman

**Provost, The George Washington University**

Steven Lerman became provost of the George Washington University in July 2010. Since he arrived at GW, Dr. Lerman has overseen a number of major initiatives. These include the reorganization of the university's three schools that formerly constituted the Medical Center, detailed planning for Science and Engineering Hall, scheduled to open in 2015, and expanded research opportunities for

undergraduates. Dr. Lerman, together with President Knapp, has forged a partnership with the Textile Museum, leading to the upcoming construction of a new museum on the university's Foggy Bottom Campus. In addition, he has worked to create a stronger identity for the university's Mount Vernon Campus, where he and his wife reside. The university recently opened a state-of-the-art academic building on this campus, which will house the University Writing Program and a portion of the Honors Program, which was expanded since he became provost. A firm advocate of global education, Dr. Lerman has worked alongside GW's School of Business to establish partnerships with two institutions of higher education in China. Dr. Lerman currently is leading development of a strategic plan that will guide the university over the next decade.

Dr. Lerman joined the George Washington University from the Massachusetts Institute of Technology, where he served as vice chancellor and dean for graduate education. He brings to GW more than 35 years experience as a leader and scholar. He began his academic career at MIT as a student, earning a Bachelor of Science and a Master of Science in Civil Engineering and a Ph.D. in Transportation Systems Analysis. Dr. Lerman joined the MIT faculty in 1975 as assistant professor and rose through the ranks, twice serving as chair of the faculty. His awards and honors include the Advisor of the Year Award from the National Association of Graduate and Professional Students, the Maseeh Teaching Award for best departmental teacher and the Class of 1922 Distinguished Professorship at MIT. At GW, Dr. Lerman holds the A. James Clark Chair in Civil and Environmental Engineering.



## Kris Balderston

### **Special Representative for Global Partnerships, U.S. Department of State**

Kris M. Balderston serves as the Special Representative for Global Partnerships at the Global Partnership Initiative within the Office of the Secretary of State. Prior to his role at the U.S. Department of State, Kris was Senator Hillary Rodham Clinton's first Legislative Director in January 2001 before serving as her Deputy Chief of Staff from 2002-2009. As Deputy Chief of Staff, Mr. Balderston accomplished numerous successful private-public partnerships under the direction of then Senator Clinton with multiple stakeholders in the State of New York. At the Global Partnership Initiative, Kris leads global public-private partnerships in support of the Secretary's priorities, including two flagship initiatives launched in 2010, the Global Alliance for Clean Cookstoves and Partners for New Beginning, as well as two new endeavors in 2011 on diaspora engagement and investing with impact.

Kris began his career with the National Governors' Association and later ran the Massachusetts State Office for Governor Michael Dukakis from 1987-1991. He then became Senior Policy Advisor to Majority Leader George Mitchell at the U.S. Senate Democratic Policy Committee from 1991-1993. From 1993-1995, he served as the Deputy Chief of Staff at the U.S. Department of Labor under Secretary of Labor Robert Reich.

Kris served in the White House from 1995-2001, as Special Assistant for Cabinet Affairs to President William Jefferson Clinton and then later as the Deputy Assistant to the President and the Deputy Secretary to the Cabinet.

Kris holds his BA in Political Science from LeMoyne College and his MA in Government from Georgetown University.



## Conor B. French

President and COO, Indego Africa

A corporate attorney turned social entrepreneur, Conor is President & COO of Indego Africa and committed business partner to more than 400 women entrepreneurs in Rwanda. Indego Africa is a non-profit social enterprise that integrates a market-based approach to income generation with a philanthropic investment in women's education to break the cycle of systemic poverty in Africa.

Prior to joining Indego Africa, Conor practiced law at the global firm of Latham & Watkins. He represented public and private companies, investment banks, private equity firms and investors in a wide range of leveraged finance and other business transactions. As *pro bono* counsel to Ashoka, Conor structured joint ventures, strategic partnerships and other collaborations that provided critical support for Ashoka's global network of leading social entrepreneurs.

Conor is a Truman National Security Fellow and an 85Broads *Guy Who Rocks* and he frequently speaks on issues related to social innovation and impact, economic development, micro-enterprise in Africa, business and philanthropy and non-profit leadership. His writing has recently been featured in McKinsey & Company's *What Matters*, Ashoka's *Change Insight*, *Deal Lawyers* and in an upcoming book entitled *Social Entrepreneurship in the Age of Atrocities: Changing Our World*.

Conor serves on the board of directors of Red Hen Press (including chairing its audit committee) and NYU Law's Alumni Association and is a member of the Committee on Attorney Professionalism for the NYSBA. Conor received a B.A. in History and English from Georgetown University and a J.D. from NYU Law, where he was an editor of the *Journal of International Law and Politics*. He is qualified to practice before the CA, DC, MA, and NY bars.

## Panel Speakers



### David Berdish

**Manager, Sustainable Business Development, Ford Motor Company**

As the lead designer of the Ford Human Rights Code of Working Conditions, David Berdish is responsible for its enactment including compliance, identification of emerging issues, and stakeholder engagement. He is also currently developing a sustainable enterprise solution that will change the game with respect to shifting markets and sustainable mobility solutions. New opportunities are created by testing in selected global cities which serve as mega-city markets. We are co-identifying new business opportunities that will enable these areas to thrive using sustainable solutions, as well as designing prototype “products and services” based on the local mega-city needs and the delivery of skills, technology and patent portfolios.

Berdish is on the Erb Advisory Board at the University of Michigan and teaches courses on Human Rights and Organizational Learning and Sustainability. He was on the design team for the Prince of Wales Business and Environment Program in America and in the initial Business and Poverty Programme at Cambridge University.



### Amir Dossal

**Founder, Global Partnership Forum**

Amir Dossal is Founder and Chairman of the Global Partnerships Forum, an international platform working to address economic and social challenges, through the creation of innovative partnerships, [www.partnerships.org](http://www.partnerships.org). He is also the Co-Initiator of the Pearl Initiative, a CEO-led program, promoting transparency and accountability in the Gulf Region.

Prior to creating the Global Partnerships Forum and the Pearl Initiative, Amir was the UN’s Chief Liaison for Partnerships. As Executive Director of the Office, he forged strategic alliances with governments, corporations, foundations and philanthropists while uniting these partners to a common purpose: to achieve the Millennium Development Goals. In 1999, Amir was appointed to manage the \$1 billion gift by media mogul Ted Turner to the United Nations.



## Dr. John Forrer

**Associate Director, Institute for corporate Responsibility, the George Washington University**

Dr. JOHN FORRER is Associate Research Professor of Strategic Management and Public Policy, School of Business; Associate Director of the GW Institute of Corporate Responsibility (ICR); and, Associate Faculty, Trachtenberg School of Public Policy and Public Administration at The George Washington University. Dr. Forrer Co-

Founded the Global Studies Network, a worldwide university consortium of 60 globalization research centers, and was Director of the GW Center for the Study of Globalization for 10 years.

His research examines issues at the crossroads of business, globalization, and policy. Research topics include: business and peace; public-private partnerships; integrated governance networks; sustainable global commodities; and, economic sanctions. In 2010, Dr. Forrer was awarded a research grant to examine how businesses participate successfully in integrated governance networks. His most recent publications are, "Locating PTC through Good Global Governance." (Journal of Business Ethics, Jan 2010); and, "Public-Private Partnerships and the Accountability Question" with Kee, Newcomer and Boyer, (Public Administration Review, May/June 2010).

He received his B.A. from Miami University, MPA from Syracuse University, and Ph.D. in Public Administration from The George Washington University. He lives in Alexandria, VA with his wife Sharon and two children Adam and Lauren.



## Dr. Tim Fort

**The Linder-Gambal Professor of Business Ethics, The George Washington University**

Timothy L. Fort is the Lindner-Gambal Professor of Business Ethics at George Washington University Business School and an Academic Advisor for the Business Roundtable Institute for Corporate Ethics.

Fort formerly served as an Associate Professor of Business Law and Business Ethics at the University of Michigan. In 2003, he was given the Award for Academic Leadership by the *Beyond Grey Pinstripes* report. This report, constructed by the Aspen Institute and the World Resources Institute is the most prominent ratings initiative for corporate responsibility and Professor Fort was recognized for his leadership in academic research and pedagogy. In addition to this award, he is the former holder of the Bank One Corporation Assistant Professor of Business Administration at the University of Michigan. In 1998, he was named the Outstanding Junior Faculty Member of the Academy

of Legal Studies in Business ("ALSB"). The ALSB has awarded him, individually or with co-authors, three Outstanding National Conference Proceeding Paper Awards, six Distinguished National Conference Proceeding Paper Awards, two Ralph Bunche Awards for best International Paper, a Holmes-Cardozo Award for best overall conference paper, and a Ralph Hoeber Award for Research Excellence.

His work focuses on the legal and ethical frameworks necessary to regularize ethical business behavior with particular attention to how businesses can be constructed as communal "mediating institutions" that match neurobiological human capabilities with communal sizes necessary for enhancing ethical behavior, how a teleological goal of sustainable peace is a realistic contribution for businesses and an orienting mission that requires responsible business behavior, and finally, how commercialization of technology and science raises new sets of challenges for ethical business behavior enhancing even further the need for businesses to be mediating institutions with an ultimate aim of contributing for sustainable global security.



## **Dr. Jay Graham**

**Assistant Professor in the Department of Environmental and Occupational Health and the Department of Global Health, The George Washington University**

A global environmental health specialist, Dr. Graham's focus on international water supply, sanitation and hygiene development has had him working in a variety of countries, including: Benin, Bolivia, Ecuador, Ethiopia, Haiti, Indonesia, Mexico, Senegal, Venezuela and Zambia. He has more than 10 years of experience focusing on: program design, policy development, monitoring and evaluation, community participation, program management and sustainability issues. Dr. Graham worked for five years on the US-México border developing, managing and evaluating environmental health research and outreach projects – conducted mainly in informal settlements of Ciudad Juárez, MX. Between 2008 and 2011, he served as the lead technical advisor on sanitation and indoor air quality for the Environmental Health Team within the Bureau for Global Health at the United States Agency for International Development (USAID).



## Celena Green

**Program Officer-Africa, Vital Voices**

Celena Green is Senior Program Officer-Africa at Vital Voices Global Partnership, and manages political participation, economic empowerment and human rights programs serving women leaders in Sub-Saharan Africa. She has a BA in Africana Studies from Brooklyn College-CUNY, and over 14 years of experience in international and community-based organizations serving women and youth. Prior to joining Vital Voices, she was a program director at the International YMCA of Greater New York managing international exchange and training programs. Celena also spent two years conducting program development and resource mobilization trainings with YMCAs throughout Southern Africa a capacity-building volunteer with the Zimbabwe National Council of YMCAs. She began her career as a program associate and later, Director of Development for Global Kids, Inc., a New York-based youth development and education organization. Celena remains committed to expanding opportunities for leadership and global service to women and youth.



## Claire Lyons

**Founder and Chief Catalyst, The Partnerships Advisory**

Claire is an experienced executive who accelerates impact through strategic stakeholder engagement and highly leveraged partnerships. Having led nonprofit start-ups and strategic growth processes as an innovative intreprenuer over the last three decades, Lyons evolved her civic, philanthropic and corporate responsibility "passion for purpose" to catalyze pivots in the big systems issues of global health, education and water security.

As head of strategy, partnerships and investment portfolios for PepsiCo Foundation, Lyons was known for her trademark "not-so-silent" co-creator, optimizing role that delivered results. Developing global public private partnerships with leading civic organizations, multilaterals and international NGOs, Lyons applies her bold solutions-approach of "Grease and Glue" to every aspect of program and partnership design, development and delivery; it is also the title of her upcoming book. Lyons is often described as an SROI architect bridging sectoral spans to build shared returns on investment.

With just over 50 stamps in her passport, Lyons' quest for scaling social impact is what fuels her everyday.





## British Robinson

**Vice President for Global Strategy and Programs, Susan B. Komen for the Cure**

In February 2012, British Robinson joined Susan G. Komen for the Cure's Global Strategy & Programs team from the U.S. State Department, where she served most recently as Deputy Coordinator and Director of Private Sector Engagement in the Office of the U.S. Global Aids Coordinator / The United States President's Emergency Plan for AIDS Relief (PEPFAR). British worked closely with Komen staff to develop our Pink Ribbon Red Ribbon Initiative this past fall. She is an expert in developing and managing public-private partnerships, like PRRR, that will help us deliver services in developing countries in Africa, Latin America and in our new initiative in China. British has more than 20 years experience in this arena, along with leadership in corporate social responsibility, government relations, domestic and international policy development through non-profit and corporate positions. She is a graduate of George Washington University, with a B.A. in Public Policy and Business Administration and received her Master's degree in Government from Johns Hopkins University. She also holds an honorary Doctorate from Fairfield University. British will be based in our Washington, D.C. office, guiding the development, implementation and management of international programs and initiatives, helping us to achieve optimal mission impact in areas such as fundraising, education, scientific, and screening initiatives in strategically targeted international markets.



## Daniel Runde

**Director of the Project on Prosperity and Development, the William A. Schreyer Chair in Global Analysis at the Center for Strategic and International Studies**

Mr. Runde is the Director of the Project on Prosperity and Development (PPD) and holds the William A. Schreyer Chair in Global Analysis at the Center for Strategic and International Studies.

Previously, Mr. Runde was Head of the Foundations Unit for the Department of Partnerships & Advisory Service Operations at the International Finance Corporation (IFC), the private sector arm of the World Bank Group. He successfully positioned IFC as a partner of choice for private and corporate philanthropy. He was also responsible for leading and growing IFC's relations with senior policy makers throughout the U.S. government.

From 2005-2007, Mr. Runde was the Director of the Office of Global Development Alliances (GDA) at the U.S. Agency for International Development (USAID). Mr. Runde led the GDA partnership initiative by providing training, networks, staff, funds and advice to establish and strengthen alliances. His efforts

leveraged \$4.8B through 100 direct alliances and 300 others through training and technical assistance. Earlier in his career, Mr. Runde worked for both CitiBank and BankBoston in Buenos Aires, Argentina and started his career with Alex. Brown & Sons, Inc. in Baltimore.

Mr. Runde is actively involved in the philanthropic sector as a member of committees for the Global Philanthropy Forum and the Committee Encouraging Corporate Philanthropy. He is a board member of the Society for International Development, the Peter C. Alderman Foundation, the Alliance for the Family, and on the Advisory Boards of the United Nations Development Program's Growing Inclusive Markets Initiative.

Mr. Runde received a Masters in Public Policy from the Kennedy School of Government at Harvard University and holds a B.A., Cum Laude, from Dartmouth College.



## Nancy Smith-Nissley

**Senior Coordinator, Economic Policy and Public Diplomacy, U.S. Department of State**

Nancy Smith Nissley is Senior Coordinator, Office of Economic Policy Analysis and Public Diplomacy, Bureau of Economic and Business Affairs in the U.S. Department of State. She is responsible for coordinating policy analysis and public outreach. Ms. Nissley previously served as the Senior Advisor for Business Outreach with the Office of Commercial and Business Affairs at the State Department. She developed and launched the ACE program, led the joint presidential U.S.-Mexico Good Partner program, coordinated women's issues and led women in economics and business programs, and managed a commercial diplomacy portfolio that included Europe, Russia and the Western Hemisphere.

Prior to serving in the State Department, Ms. Nissley was Marketing and Public Relations Manager for the U.S. Small Business Administration's (SBA) Office of International Trade where she was responsible for negotiating and implementing international strategic alliances and coordinating international trade-related special projects. Ms. Nissley is a Senior Fellow with the Council for Excellence in Government and is a graduate of the U.S. Government's Women's Executive Leadership Program and Executive Development Program. She is the recipient of the 2004 Secretary of State's Award for Public Outreach in addition to Superior Honor, Meritorious Honor and Franklin Awards recognizing outstanding distinction in program management. She received an M.A. in Public Communications with international business emphasis from the American University, Washington, DC. She also holds a B.S. in Education, credentialed in English and French, from the University of Central Missouri.



## Stephen Sobhani

**Director of Private Sector Engagement for the Global Strategy For Women's and Children's Health, The UN Foundation**

Stephen Sobhani joined the United Nations Foundation March 7, 2011 as the Director of Private Sector Engagement for the Global Strategy for Women's and Children's Health. In this capacity, Stephen will build and lead a strategy to cultivate new private sector partnerships and commitments that advance the Global Strategy. Stephen joins the UN Foundation from Abbott Labs, where he was Director for Advocacy and Global Projects and responsible for relationship-building with external stakeholders in the international HIV/AIDS and public health arenas.



## Barbara Span

**Vice President of Public Affairs, Western Union**

Barbara Span is Vice President of Global Public Affairs for Western Union, based in Washington, D.C. She has responsibility for policy, regulatory and consumer issues, advocacy programs and related research. Barbara's focus for Western Union is on a spectrum of issues, ranging from migration, financial inclusion, immigrant integration and economic development to consumer fraud, alternative financial services and underbanked/underserved consumers. She also plays a key role in Western Union initiatives that focus on diaspora-driven development and job creation, financial literacy and small business entrepreneurship programs.

Prior to Western Union, Barbara's financial services research, public affairs and government relations work has been with leading U.S. and global electronic payments processors and ATM/debit networks. She is a Northwestern University alumnus.



## Jim Thompson

**Deputy Special Representative for Global Partnerships, U.S. Department of State**

Jim Thompson serves as Deputy Special Representative for Global Partnerships in the Global Partnership Initiative within the Office of the Secretary of State. He is the Managing Director of the office and provides leadership on partnerships for water, food security and Lesbian, Gay, Bisexual, and Transgender Programming. Jim served as the Acting Director of the U.S. Department of State's Global Partnership Center and is the former Acting Director of the U.S. Agency for International Development's (USAID's) Global Development Alliance, which is the Agency's business model for the replicable use of public-private

alliances. He was responsible for overall management and strategy of the activity and managed major corporate partner relationships for the Agency. Jim has 20 years of Government experience, previously serving at USAID as a Food for Peace Officer and a Program Officer in the Europe and Eurasia Bureau. He also was a Contracting Officer at USAID and at the U.S. Department of Energy and has used his acquisition and assistance experience to create new public-private partnership models.

Jim has taught management courses throughout Africa, Latin America and Europe for the USAID, and he was also responsible for developing the alliance builder training program delivered by Global Development Alliances both in Washington and at USAID missions globally. Jim is a frequent speaker on public-private partnerships and practitioner building numerous alliances. Jim was a Rotary Ambassadorial scholar to New Zealand in 1990 and completed his Master of Arts in Political Studies at the University of Auckland, New Zealand.



## **Dr. Quintan Wiktorowicz**

**Senior Director for Community Partnerships at the White House  
National Security Staff**

Dr. Quintan Wiktorowicz is one of the country's top experts on Muslim communities, Islamic movements, social movements and mobilization, and radicalization, publishing four books and dozens of journal articles and book chapters. In early January 2012, he was appointed as the National Security Staff's first Senior Director for Community Partnerships, focused on policy development for building partnerships to address homeland security priorities. The establishment of this position is part of the Administration's whole-of-nation approach to national security, which recognizes that our safety is enhanced by the involvement and mobilization of individuals, families, communities, the private and nonprofit sectors, faith-based organizations, and all levels of government. Dr. Wiktorowicz's primary emphasis in the new position is countering violent extremism in the homeland, but he is also responsible for addressing community partnerships in other policy areas where there is a need and opportunity. In 2012, additional priorities include: a) building community resilience against international gangs; b) enhancing opportunities for communities to help prevent human trafficking; and c) creating partnerships with new American communities to support national security at home and abroad.

Dr. Wiktorowicz also served as the Senior Director for Global Engagement at the National Security Staff, where he was responsible for the President's agenda for a new beginning with Muslim communities, countering violent extremism, and strategic communications for national security issues. Prior to this role, he was posted at the U.S. Embassy in London, where he piloted a field-based approach to partnering with Muslim communities at the grassroots level to counter violent extremism, a program that has since been expanded to multiple countries and regions. He has served as chair of the Interagency Intelligence Subcommittee on Radicalization and was a senior intelligence analyst. He received his Ph.D. in political science from American University, studied Islam in Cairo, and conducted fieldwork on violent extremism in Jordan and the UK, where he witnessed radicalization first hand. Dr.

Wiktorowicz taught at Rhodes College, Dartmouth College, and Shippensburg University before joining government in 2005.



## Frank Williams

**Director, Innovations and Partnering, World Vision**

Frank Williams serves as Senior Advisor, Global Innovation for World Vision International, and is currently focused on developing new programming models for the Horn of Africa and global innovation initiatives. Prior to this position, Frank was the National Director for World Vision's Haiti office, where he had served previously as Operations Director. Frank also served at World Vision's global headquarters in several roles, most recently as Senior Director of the Enterprise Engagement Group, seeking innovative business solutions to World Vision's infrastructure and capital investment needs. Frank also previously served as Provincial Director and National Finance/Administration Director for World Vision Democratic Republic of Congo.

Frank participated in a "full body scan" of World Vision operations from 2005 - 2007, with 25 World Vision staff from around the world and an international consulting firm. This diagnostic review involved interviews with 1200 internal and 800 external persons, and a full review of governance, enterprise systems, strategy, finance, revenue models, human resource practices and field operations. This work resulted in several work streams to strengthen areas of good and best practices, and design, pilot and mainstream new approaches and systemic changes where needed. Post diagnostic phase, Frank co-led a "Quick Wins" team and then, from 2007 to 2009, the Global Project Management Office overseeing all enterprise level initiatives.

In addition to his service with World Vision, Frank has worked in the following roles: CFO, Christian Herald Association/Bowery Mission, New York, NY; Controller, Fairfax Publications, Stamford, CT; Public Finance attorney, Hunton & Williams, Richmond, VA; Business Manager, Haitian American Friendship Foundation, Central Plateau, Haiti; Auditor, KPMG, Roanoke, VA.

Frank has a B.S. in Business Administration and Accounting from Washington & Lee University, and a J.D. from the University of Virginia School of Law.



## Simon Winter

**Senior Vice President, Development, TechnoServe**

Simon Winter, who previously led TechnoServe's Africa operations, has more than 20 years of economic development experience in both the private and public sectors. He has worked as a management consultant at McKinsey & Company in South Africa, and as an independent development consultant. He was also Head of Planning for the Ministry of Works, Transport and Communications in Botswana. He started his professional career in corporate retail banking at Barclays Bank PLC. Winter has a PhD in economics from London University's School of Oriental and African Studies, a master's degree in development economics from the University of East Anglia, and a bachelor's degree in economics from Bristol University. In addition to his role at TechnoServe, Winter is also a founding Executive Committee member of ANDE - the Aspen Network of Development Entrepreneurs.



## Tensie Whelan

**Executive Director, Rainforest Alliance**

Tensie Whelan serves as the president of the Rainforest Alliance. She has been involved with the Rainforest Alliance since 1990, first as a board member, and then later as a consultant, becoming the executive director in 2000.

Whelan has been working in the environmental field for more than 25 years, during which time she served as the vice president of conservation information at the National Audubon Society and executive director of the New York League of Conservation Voters. Whelan also worked as a journalist and environmental communications consultant in Costa Rica, and was the managing editor of *Ambio* -- an international environmental journal based in Stockholm. Prior to joining the Rainforest Alliance as its executive director, Whelan worked as a management consultant to nonprofit organizations such as the Environmental Defense Fund.

Whelan serves on the advisory boards of Social Accountability International, Unilever Sustainable Sourcing Advisory Board, and is the co-chair of the steering committee of the Sustainable Food Lab. She holds an M.A. in International Communication from American University's School of International Service and a B.A. in Political Science from New York University. Whelan's published work includes one of the first books on ecofriendly tourism, *Nature Tourism: Managing for the Environment* (1991, Island Press). She has been recognized as one of the "100 most influential People in Business Ethics" by Ethisphere for several years, including in 2011, and was the recipient of the Wall Street Journal/WinningWorkplace Top Small Workplace Award for the Rainforest Alliance in 2008.