



RAMAPO COLLEGE OF NEW JERSEY

Office of Communications and Public Relations

Press Release

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Ramapo College's Masters in Sustainability Studies Program Continues 'Voices of Key Practitioners' Lecture Series

MAHWAH, N.J. -- The Ramapo College Masters in Sustainability Studies Program invites you to the fifth lecture in the 2016 Series, "Lessons of Sustainability: Voices of Key Practitioners." Bob Willard, author and speaker, is the guest speaker. His talk, "Why Kick-Ass Companies Embrace the New Sustainability Advantage," will be presented on Wednesday, March 23 from 6 to 7:30 p.m. in Friends Hall.

Few people are as well positioned to understand the impact that sustainability has had on how businesses operate as Bob Willard. And few are listened to as attentively in the corporate board room. Willard left IBM's Senior Management to become a fulltime advocate for "the Sustainability Advantage." He earned a Ph.D. in Sustainability along the way. His books include *The Next Sustainability Wave*, *The New Sustainability Advantage* and *The Sustainability Champions*. He has also designed a business benchmark system called Future-Fit.

One of the interesting dynamics in the global growth of sustainability is the profound effect it has had on the sector most implicated in our unsustainable practices. Business has proven to be an eager adopter of sustainable practices because it is good business to do so. And Bob Willard has been a leading voice---a carefully listened to voice---in bringing about this dramatic shift.

As a leading expert on quantifying and selling the business value of corporate sustainability strategies, Bob has given over a thousand presentations to corporate, government, university, and NGO audiences. Bob applies his business and leadership experience from his 34-year career at IBM Canada to engage the business community in proactively avoiding risks and capturing opportunities by using smart environmental, social, and governance strategies. He serves on leading sustainability organization boards, is a core faculty in the International Society of Sustainability Professionals certificate program and, among numerous awards, was one of inaugural inductees into its Hall of Fame. His website is www.sustainabilityadvantage.com.

Those parking on campus should acquire a parking permit from the guard booth at the north entrance. For additional information or an advance parking permit, contact Professor Michael R. Edelstein at medelste@ramapo.edu. Ramapo is handicapped accessible; special provisions provided upon request.