



Adam Werbach
Sustainability Strategy Expert



Adam Werbach is widely known as one of the foremost experts in sustainability strategy. In 1996, at age 23, Werbach was elected the youngest-ever President of the Sierra Club, the oldest and largest environmental organization in the United States. Since then, Werbach has declared environmentalism dead, built and sold three companies, and merged with global ideas company Saatchi & Saatchi to create the world's largest sustainability agency, Saatchi & Saatchi S.

As Global CEO of Saatchi & Saatchi S, Werbach guides sustainability work from China to South Africa to Brazil, advising companies with nearly \$1 trillion in combined annual sales, including Wal-Mart, Procter & Gamble, General Mills and WellPoint. Werbach worked with Wal-Mart to engage the company's 1.9 million Associates in its sustainability effort, creating the Personal Sustainability Project ("PSP").

Werbach is a frequent commentator on sustainable business, appearing on networks including BBC, NPR, and CNN, and shows ranging from the The O'Reilly Factor to Charlie Rose. Werbach is the author of *Strategy For Sustainability: A Business Manifesto*, to be released by Harvard Business Press in July 2009.