

CENTER FOR SUSTAINABLE BUSINESS LAUNCH EVENT AGENDA

THURSDAY, OCTOBER 24, 2019 | THE UNIVERSITY CLUB, BALLROOM A

10:30 – 11 AM | REGISTRATION AND COFFEE

11 AM – 12 PM | OPENING REMARKS

INTRODUCING THE CENTER FOR SUSTAINABLE BUSINESS AT PITT

Arjang A. Assad, Henry E. Haller Jr. Dean

Ann E. Cudd, Provost & Senior Vice Chancellor

William Peduto, Mayor of the City of Pittsburgh

CB Bhattacharya, CSB Director & H.J. Zoffer Chair in Sustainability & Ethics

12 – 1 PM | PARTNERSHIP IS THE NEW LEADERSHIP

USING STRATEGIC PARTNERSHIPS TO LEVERAGE CORPORATE SUSTAINABILITY

Andrew McElwaine, Vice President, The Heinz Endowments

Wayne S. Balta, Vice President, Corporate Environmental Affairs & Product Safety, IBM Corporation

Teresa Szelest, President, Market & Business Development, BASF

Marcus Krembs, Director of Sustainability, Enel North America

Moderated by Dr. Leslie Marshall

1 – 2 PM | PLATED LUNCH

2 – 2:15 PM | BREAK

2:15 – 3:15 PM | TRAINING FUTURE LEADERS

CREATING A CULTURE OF SUSTAINABILITY OWNERSHIP: THE SUSTAINABILITY GENERALIST

Workshop Moderated by Prof. CB Bhattacharya

3:15 – 3:30 PM | BREAK

3:30 – 4:30 PM | RESEARCH IN PRACTICE

INVESTING IN CORPORATE – ACADEMIC PARTNERSHIPS TO GENERATE NEW KNOWLEDGE

Andrew Hoffman, Holcim (US) Professor of Sustainable Enterprise, University of Michigan

Karen Winterich, Frank & Mary Smeal Research Fellow and Professor of Marketing, Penn State University

4:30 – 4:45 PM | BREAK

4:45 – 5:45 PM | KEYNOTE ADDRESS

John Viera, Former Global Director, Sustainability & Vehicle Environmental Matters at Ford Motor Company, and Current Executive-in-Residence, The Erb Institute, University of Michigan

5:45 – 7 PM | CLOSING REMARKS, COCKTAILS, AND NETWORKING

The Center for Sustainable Business Launch Event Speaker Bios

KEYNOTE SPEAKER

John J. Viera

Former Global Director, Sustainability & Vehicle Environmental Matters at Ford Motor Company, and Current Executive-in-Residence, The Erb Institute, University of Michigan



John Viera is currently an Executive in Residence for the Erb Institute, a partnership between the Ross School of Business and the School for Environment and Sustainability at the University of Michigan, whose mission is to create a socially and environmentally sustainable world through the power of business. Mr. Viera's role is to inspire, coach and mentor Erb students to become bold business leaders who can adeptly transform public and private entities in the disciplines of systemic sustainability. Mr. Viera also uses his extensive corporate experience in the sustainability field to facilitate the Erb Institute's voice in the business sustainability dialogue.

Mr. Viera is a retired Ford Motor Company Executive who recently served as its Global Director of Sustainability & Vehicle Environmental Matters, a position held from January 2007 until his retirement in July 2018. Mr. Viera was responsible for developing global sustainable business plans and policies, leading the Company's environmental negotiating efforts with global government regulatory bodies, reporting externally on the Company's environmental and social performance, and leading the Company's engagement and partnerships with non-government organizations (NGOs) and other external stakeholders.

Mr. Viera has served as the Co-Chair of the Erb Business School Strategic Advisory Council at the University of Michigan and the Advisory Board for the Graham Institute of Environmental Sustainability also at the University of Michigan. In addition Mr. Viera has served on the Advisory Board at Georgia Tech in Atlanta, the Advisory Board of CALSTART, the Advisory Board of Sustainable Brands, the Advisory Board for UC Davis' Sustainable Transportation Energy Pathways Program, the Energy Advisory Committee at the Museum of Science and Industry in Chicago, member of the EPA Mobile Source Technical Review Committee, and as the Chair of the Department of Homeland Security's Sustainability and Efficiency Task Force in Washington D.C. A native of Chicago, Viera attended the University of Michigan, receiving his Bachelor of Science in Mechanical Engineering in 1984 as well as a Master's in Business Administration in 1992.

OPENING REMARKS

Arjang A. Assad

Henry E. Haller Jr. Dean of the Joseph M. Katz Graduate School of Business & College of Business Administration



On July 1, 2015, Dr. Arjang A. Assad became the 7th dean of the University of Pittsburgh's Joseph M. Katz Graduate School of Business & College of Business Administration. As dean, he oversees educational programs for nearly 3,000 graduate and undergraduate students, and more than 90 full-time faculty. Dr. Assad's top priorities are to further enhance the size and quality of the research faculty and to place even greater emphasis on the Experience-Based Learning that is a hallmark of Pitt Business.

Assad holds four degrees from the Massachusetts Institute of Technology — a doctorate in management science from its Sloan School of Management, master's degrees in chemical engineering and operations research, and a bachelor's degree in mathematics.

He most recently served for seven years as the dean of the University at Buffalo, State University of New York, School of Management. While he was at Buffalo, the faculty and school expanded both in size and reputation. Under his leadership, the school developed key strategic priorities — including new programs in health care management, leadership, and entrepreneurship — that advanced both the school and the university. He also launched important initiatives designed to enrich learning opportunities for undergraduate and graduate students in the School of Management, and he enhanced the school's research agenda through faculty hires and the creation of research fellowships designed to recognize faculty achievement.

Previously, Assad held positions of increasing responsibility at the Robert H. Smith School of Business at the University of Maryland, where he was instrumental in launching the highly ranked Decision, Operations & Information Technologies Department, and where, as senior associate dean, he was a key member of the leadership team during a period of exceptional growth. In 2007, he was named the inaugural Dean's Professor for Extraordinary Service in recognition of his service to the school.

Widely recognized for his scholarly contributions to operations and quality management, optimization of distribution systems, and the history of operations research, Assad has authored or edited more than 50 refereed articles and book chapters, and has served as a member of the editorial boards of several prestigious scholarly journals, including *Operations Research*, *Transportation Science*, and *Production and Operations Management*. He has received numerous awards for his

teaching, including the Kirwan Undergraduate Education Award, the University of Maryland's highest campus recognition for contributions to undergraduate education.

Ann E. Cudd

Provost & Senior Vice Chancellor



As Provost and Senior Vice Chancellor at Pitt, Ann E. Cudd has primary responsibility for all aspects of the University of Pittsburgh's academic mission. Her duties include supporting scholarly excellence among more than 4,600 full-time faculty members and student success among the University's nearly 35,000 undergraduate, graduate, and professional students on all five Pitt campuses.

Dr. Cudd previously served as Boston University's Dean of the College and Graduate School of Arts and Sciences, which is the institution's largest college. In this role, she oversaw all strategic decisions related to the college's academic, financial, and administrative direction and growth. She also facilitated the success of more than 700 full-time faculty members and 17,800 students—including 1,800 graduate students.

Prior to joining Boston University (BU) in 2015, Dr. Cudd served for 25 years at the University of Kansas (KU), where she earned the title of University Distinguished Professor of Philosophy. At KU, she held various positions of increasing responsibility—from Director of Graduate Studies and Director of Women, Gender and Sexuality Studies to Associate Dean for Humanities in the College of Liberal Arts and Sciences. Her most recent position at KU—Vice Provost and Dean of Undergraduate Studies—was an inaugural role for the university and involved oversight of campus programs and offices that supported the institution's undergraduate body of nearly 19,000 students.

Dr. Cudd is an active faculty member in the philosophy department at Pitt, as she was at BU and KU. She is an accomplished teacher and scholar whose research explores themes of oppression, economic inequality, capitalism, and gender. Her philosophical interests—the focus of more than 50 books, articles, and chapters published under her name—span social and political philosophy, philosophy of economics, decision theory and feminist theory.

Dr. Cudd holds a Doctorate in Philosophy and two master's degrees—a Master of Arts in Philosophy and a Master of Arts in Economics—all earned from the University of Pittsburgh.

William Peduto

Mayor of the City of Pittsburgh



William Peduto was elected to the office of Mayor of the City of Pittsburgh in the General Election on November 5, 2013, and took office as Pittsburgh's 60th Mayor in January of 2014. Prior to taking office, he worked for 19 years on Pittsburgh City Council - seven years as a staffer then twelve years as a Member of Council. As a Councilman, Bill Peduto wrote the most comprehensive package of government reform legislation in Pittsburgh's history. He strengthened the Ethics Code, created the city's first Campaign Finance Limits, established Lobbyist Disclosure and Lobbyist Registration and ended No-Bid Contracts. As Mayor, Peduto continues to champion the protection and enhancement of Pittsburgh's new reputation - maintaining fiscal responsibility, establishing community based development plans, embracing innovative solutions and becoming a leader in green initiatives.

The Peduto administration is committed to **modernizing city government and implementing leading practices to provide taxpayers with an efficient, effective, transparent, and a more accountable government.** Under Peduto's leadership, the City of Pittsburgh has experienced a complete transformation of the city's procurement process; the reorganization of the Department of Permits, Licenses & Inspections; a **commitment to developing a long-term maintenance and investment plan for the city's assets; the creation of the ONEPGH Resilience Strategy,** and technological upgrades including a GPS based Snow Plow Tracker website, 311 Response Center mobile app, an interactive street paving website and several digital tools built with public information in a new open data portal. Setting priorities around strengthening Pittsburgh's 90 communities, Peduto established the Bureau of Neighborhood Empowerment to promote the city's role in housing, small business, and education; led the development of the city's land bank; and championed the creation of a neighborhood-strengthening Rental Registration program.

Since taking office, Mayor Peduto has lead a collaborative effort to make Pittsburgh a leading 21st Century city. The Peduto administration has partnered with the White House on numerous initiatives, resulting in direct access to federal support related to affordable housing, education, economic development, energy efficiency, immigration, manufacturing, community policing, workforce development, technology and transportation. Under Peduto's leadership the City of Pittsburgh has played an active role in National League of Cities, U.S. Conference of Mayors and the Pennsylvania Municipal League initiatives. Pittsburgh was recently selected to join the Rockefeller

Foundation network's 100 Resilient Cities, which provides resources to improve city resilience in the face of climate change, globalization and urbanization trends. In 2015 Mayor Peduto signed a unique agreement with the U.S. Department of Energy to make the city a world leader in district energy production and Pittsburgh joined the UN's Compact of Mayors, a global coalition of climate leaders committed to local action and global impact. Recently Mayor Peduto joined with mayors across the world to reaffirm Pittsburgh's commitment to the Paris Agreement and efforts to combat climate change. Mayor Peduto is also a founding member of the MetroLab Network, a national alliance of cities and universities committed to providing analytically-based solutions to improve urban infrastructure, services and other public sector priorities.

The Peduto administration is working to ensure that everyone benefits from Pittsburgh's transformation and growth because, "If it's not for all, it's not for us."

PLENARY PANEL

Andrew McElwaine

Vice President, The Heinz Endowments



Andrew McElwaine is The Heinz Endowments' vice president of Sustainability. He oversees the Endowments' Sustainability team and is responsible for building the foundation's sustainability-related work and infusing the principles of environmental and social sustainability across the full range of the organization's grantmaking and other activities.

Andrew served for six years as the Endowments' first Environment Program director, leaving in 1999 to become president and CEO of Pennsylvania Environmental Council. He later held similar positions with the Conservancy of Southwest Florida and the American Farmland Trust, a national farmland conservation organization based in Washington, D.C. He returned to the Endowments in 2015.

While heading the American Farmland Trust, Andrew completed a national strategic plan to implement sustainable agriculture, create local food systems and reduce the climate effects of farming. Among other past accomplishments, he helped to create Pennsylvania's Growing Greener land and water conservation program and Growing Smarter land use planning program. He led the Conservancy of Southwest Florida's successful "Saving Southwest Florida" capital campaign, raising \$40 million during the Great Recession. He assisted in the design of Florida's and Pennsylvania's

climate change strategies and successfully fought to protect Florida's last undisturbed wildlife habitat from sprawl and over-development.

From 1991 to 1993, Andrew was a staff member for President George H.W. Bush's Commission on Environmental Quality. He also was U.S. Senator John Heinz's environmental policy manager for five years.

He has served on the boards of more than a dozen organizations concerned with policy work and issues related to the environment, conservation, the safeguarding of natural resources and the protection of public health. Andrew earned a B.A. from Duke University, a master's degree from Carnegie Mellon University and a master's degree from George Mason University.

Wayne S. Balta

Vice President, Corporate Environmental Affairs & Product Safety, IBM Corporation



Wayne S. Balta is the Vice President of Corporate Environmental Affairs and Product Safety at IBM Corporation. He has global responsibility for environmental affairs, energy efficiency, and toxicology and chemical management as well as product safety and related hardware compliance functions. He joined IBM in 1984.

In addition to his role as IBM's chief environmental executive, Mr. Balta is a member of IBM's Acceleration Team – a group of the company's top leaders that drives company-wide innovation and growth. A 35-year veteran of IBM, he has served on IBM's Global Enablement Team for Kenya and East Africa and is IBM's Partnership Executive for Carnegie Mellon University.

Mr. Balta has played a leadership role with a variety of organizations. He has served as Vice Chairman of the Board of the Environmental Law Institute and as Chairman of the Board of the World Environment Center. He is a member and past Chairman of The Conference Board's Chief Environment, Health & Safety Officers Council. He serves as a member of the Sustainability Advisory Board for the Smeal College of Business at Penn State University, and on the Strategic Advisory Council for the University of Michigan's Erb Institute for Global Sustainable Enterprise.

Mr. Balta was elected to the National Academy of Engineering in 2019. He received the inaugural Lifetime Achievement Award from the National Association for Environmental Management in 2018. He was named a White House “Champion of Change” in 2012 for his efforts to advance corporate environmental sustainability.

Mr. Balta received a Bachelor of Science Degree in civil engineering with University Honors from Carnegie Mellon University in 1982, where he now serves on the Dean’s Advisory Council for the College of Engineering. He was the recipient of Carnegie Mellon University’s Distinguished Alumni Service Award in 2009. Mr. Balta also earned a Master of Science Degree in civil engineering from the Massachusetts Institute of Technology (where he was a Tau Beta Pi Fellow) in 1984.

Mr. Balta and his wife Maritza have two children.

Teressa Szelest

**President, Market & Business
Development, BASF**



Teressa Szelest began her current role as President, Market & Business Development North America BASF Corporation on May 1, 2015. She is responsible for BASF’s strategic business development and marketing across the region, focusing on customer relations and forging new business opportunities. She is also responsible for manufacturing operations at nearly 100 BASF sites throughout the U.S., and oversees environment health and safety (EHS), engineering and maintenance, process optimization and sustainability.

Teressa joined BASF in 1988 and held a variety of technical, management and business leadership roles throughout her career. She began as an Environmental Specialist within the EHS group. After roles of progressively more responsibility within EHS, she moved in 2000 to a marketing management position in BASF’s North American Performance Chemicals business.

In 2004, Teressa was appointed Vice President for Intermediates in North America, and in 2007 assumed the role of Senior Vice President for the North American Intermediates business.

In 2011, Teressa, assumed the role of Senior Vice President for BASF’s Global Hygiene business based at the company’s world headquarters in Ludwigshafen, Germany.

Teressa holds a Bachelor of Science degree in chemical engineering from Rensselaer Polytechnic Institute in Troy, New York. She resides in New Jersey, is married and has two daughters.

Marcus Krembs

Director of Sustainability, Enel North America



Marcus is Enel's Director of Sustainability in the USA and Canada, reporting to the Head of North America. Marcus established Enel Green Power's sustainability department in 2015 and is responsible for integrating sustainable business practices across the full value chain of Enel's operations in the USA and Canada. Marcus is also responsible for applying Enel's Creating Shared Value (CSV) and Circular Economy frameworks while supporting the implementation of the company's internally-developed sustainability standards for construction and operations of utility-scale renewable energy and storage projects. Enel North America's sustainability department is also responsible for stakeholder and community relations, and related community investment projects that support local priorities and global Sustainable Development Goal (SDG) targets. Marcus holds a bachelor's degree in Public Relations from Colorado State University and has worked for more than 15 years in progressive roles within carbon management, corporate sustainability, and environmental markets and renewable energy within leading engineering, advisory and energy companies.

Enel operates in the US and Canada through two divisions: Enel Green Power North America and Enel X. Enel Green Power North America is a leading owner and operator of renewable energy plants with projects operating and under development in 24 US states and two Canadian provinces. The company operates around 100 plants with a managed capacity of approximately 5.1 GW powered by hydropower, wind, geothermal and solar energy. Enel X in North America has around 3,700 business customers, spanning more than 10,400 sites, representing approximately 4.7 GW of demand response capacity and over 20 operational behind-the-meter storage projects. Enel X is revolutionizing the EV charging market with its smart charging solutions deploying more than 50,000 charging stations in the US.

ACADEMIC SPEAKERS

Andrew Hoffman

Holcim Professor of Sustainable Enterprise, University of Michigan



Andrew (Andy) Hoffman is the Holcim (US) Professor of Sustainable Enterprise at the University of Michigan; a position that holds joint appointments in the Stephen M. Ross School of Business and the School for Environment & Sustainability. Professor Hoffman's research uses organizational behavior models and theories to understand the cultural and institutional aspects of environmental issues for organizations. He has published over 100 articles/book chapters, as well as 16 books, which have been translated into six languages. In this work, he focuses on the processes by which environmental issues both emerge and evolve as social, political and managerial issues, including: the evolving nature of field level pressures related to environmental issues; the corporate responses that have emerged as a result of those pressures, particularly around the issue of climate change; the interconnected networks among non-governmental organizations and corporations and how those networks influence change processes within cultural and institutional systems; the social and psychological barriers to these change processes; and the underlying cultural values that are engaged when these barriers are overcome. He also writes about the role of academic scholars in public and political discourse.

Among his list of honors, he has been awarded the Responsible Research in Management Award (2019), Distinguished Faculty Award for the Organizations & Natural Environment Division of the Academy of Management (2018), Aspen Institute Ideas Worth Teaching Award (2018), Aspen Institute Faculty Pioneer Award (2016), American Chemical Society National Award (2016), Strategic Organization Best Essay Award (2016), Organization & Environment Best Paper Award (2014), Maggie Award (2013), JMI Breaking the Frame Award (2012), Connecticut Book Award (2011), Aldo Leopold Fellowship (2011), Aspen Environmental Fellowship (2011 and 2009), Manos Page Prize (2009), Aspen Institute Rising Star Award (2003), Rachel Carson Book Prize (2001) and Klegerman Award (1995).

His work has been covered in numerous media outlets, including the New York Times, Scientific American, Time, the Wall Street Journal, National Geographic, Atlantic and National Public Radio. He has served on numerous research committees for the National Academies of Science, the Johnson Foundation, the Climate Group, the China Council for International Cooperation on Environment and

Development and the Environmental Defense Fund. Prior to academics, Andy worked for the US Environmental Protection Agency (Region 1), Metcalf & Eddy Environmental Consultants, T&T Construction & Design and the Amoco Corporation. Andy serves on advisory boards for ecoAmerica, Next Era Renewable Energy Trust, SustainAbility, the Michigan League of Conservation Voters, the Center for Environmental Innovation and the Stanford Social Innovation Review.

Karen Page Winterich

**Frank & Mary Smeal Research Fellow and
Professor of Marketing, Penn State
University**



Karen conducts research in the area of consumer behavior, with much of her work examining how consumers' social identities influence charitable giving as well as (im)moral and sustainable behavior. Her research is published in Journal of Consumer Research, Journal of Marketing Research, and Journal of Marketing, among others. She serves as an Associate Editor for the Journal of Marketing Research and Journal of Consumer Psychology and is on the Editorial Review Board at the Journal of Consumer Research. Karen also enjoys teaching sustainability marketing which she developed as part of Smeal's Sustainability Education Initiatives.

Karen received her Ph D in Marketing at the University of Pittsburgh in 2007 and her BSBA in Information Management and Analysis at Shippensburg University of Pennsylvania in 2003.

CENTER FOR SUSTAINABLE BUSINESS LEADERSHIP

CB Bhattacharya

Director of the Center for Sustainable Business and H.J. Zoffer Chair in Sustainability and Ethics and Professor of Marketing, Katz Graduate School of Business



CB Bhattacharya is the H.J. Zoffer Chair in Sustainability and Ethics at the Katz Graduate School of Business, University of Pittsburgh. He is a world renowned expert in business strategy innovation aimed at increasing both business and social value. His research and teaching focuses specifically on how companies can use underleveraged “intangible assets” such as corporate identity, reputation, corporate social responsibility and sustainability to strengthen stakeholder relationships and drive firm market value.

Prof. Bhattacharya has published over 100 articles and has over 27,000 citations per Google Scholar. He is co-author of the book *Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value* and co-editor of the book *Global Challenges in Responsible Business*, both published by Cambridge University Press. He has served on the Editorial Review Boards and served as Editor of special issues of many leading international publications. Prof. Bhattacharya is the founder of the Center for Sustainable Business as well as the ESMT Sustainable Business Roundtable, a forum with more than 25 multinational members, aimed at discussing opportunities and challenges in mainstreaming sustainability practices within organizations. In 2007 he started the Stakeholder Marketing Consortium with support from the Aspen Institute.

Prof. Bhattacharya is part of a select group of faculty that has been named twice to Business Week's Outstanding Faculty list. He has been recognized by both Thomson Reuters and Google Scholar as one of the top cited scholars in his field. He has won several best paper awards, teaching awards and research prizes. He was also a finalist for the Aspen Institute's Faculty Pioneer Award in 2007. In addition, he received the Emory Williams Distinguished Teaching Award in 1995, the highest teaching award at Emory University.

He received his PhD in Marketing from the Wharton School of the University of Pennsylvania in 1993, his MBA from the Indian Institute of Management in 1984 and his Bachelors (with Honors in Economics) from St. Stephens College, Delhi in 1982. Before joining ESMT in 2009, he was the Everett W. Lord Distinguished Scholar and Professor of Marketing at the School of Management at Boston

University. Before joining Boston University, he was on the faculty at the Goizueta Business School, Emory University. Prior to his PhD, he worked for three years as a Product Manager in Reckitt Benckiser plc.

Prof. Bhattacharya has conducted research and consulted for many organizations such as Allianz, AT&T, Bosch, Eli Lilly, E.ON, General Mills, Green Mountain Coffee, High Museum of Art, Hitachi Corporation, Procter & Gamble Company, Prudential Bank, Timberland and Unilever. As an expert in corporate responsibility and sustainability, he is often interviewed and quoted in publications such as *Business Week*, *BBC*, *Forbes*, *Financial Times*, *Newsweek*, *The New York Times* and *The Economist* and on TV stations such as Times Now, CBS and PBS. He frequently delivers keynote speeches or brings in his insights as a panelist at company, industry, and academic conferences and conventions.

Leslie Marshall

Associate Director, Center for Sustainable Business, Joseph M. Katz Graduate School of Business & College of Business Administration



Dr. Marshall serves as the Associate Director of the Center for Sustainable Business in the Katz Graduate School of Business and College of Business Administration at the University of Pittsburgh. She holds a PhD in Political Science from the University of Pittsburgh and a Bachelors degree in Philosophy, Politics, and Economics from Denison University. An award-winning instructor, her research focuses on how socio-economic class, ethnicity, and gender intersect to influence cooperation in groups and the implications for policymaking. Her academic work has been published or is forthcoming in top academic journals, including *The Journal of Politics* and the *Quarterly Journal of Political Science*. She has extensive field experience coordinating nationwide data collection efforts in Lebanon and Uganda. As an independent consultant, she has worked with the United Nations Development Programme and Innovations for Poverty Action. She is an affiliate of the Economic and Social Rights Research Group of the University of Connecticut's Human Rights Institute and previously collaborated with the Centre for Women in Governance (Uganda) and with the Lebanese Center for Policy Studies. She also co-owns a consulting firm, the Research Group for Sustainable Impacts, based in Pittsburgh, PA and Munich, Germany, that assists organizations in developing more inclusive and sustainable practices for measuring and evaluating the impact of their programs.