

Jacquelyn A. Ottman, President, Ottman Consulting Inc

Jacquelyn A. Ottman is an expert in green marketing and eco-innovation. She is the president of J. Ottman Consulting, Inc., a marketing and new products consultancy that she founded in 1989 with the mission of helping corporate America develop the next generation of products designed with the environment in mind. Clients include the U.S. EPA's Energy Star program, Nike, Interface and the Sustainability Consortium of the Society of Organizational Learning. Her award-winning book, *Green Marketing: Opportunity for Innovation*, has been called the definitive work on the subject, and was named one of the top business books of the year.

Ms. Ottman is the driving spirit and principal organizer of Design: Green—the pioneering eco-design educational initiative launched in 2004 to sold-out workshops of designers across the U.S. Attendees included designers and business managers from IBM, Aveda, Herman Miller, IDEO and other leaders who recognize that a proactive response to environmental mandates can be a ticket to design innovation and leadership.

A former co-chair of the New York City chapter of o2, the global network of green designers, she also chaired a jury for the American Marketing Association which for seven years, bestowed special Edison Awards for Environmental Achievement in New Products.

Ms. Ottman graduated from Smith College and attended the New York University Graduate School of Business.