



### **Jacquie Ottman, Founder and CEO, J Ottman Consulting, USA**

Jacquie Ottman is considered to be the foremost expert on green marketing and eco-innovation in the U.S. She is the founder and principal of the NYC-based [J.Ottman Consulting, Inc.](http://www.jottmanconsulting.com), advisers on green marketing and eco-innovation to Fortune 500 companies and the U.S. government on green marketing. They have helped to guide the marketing of several eco-labeling programs including the U.S. EPA's Energy Star, SmartWay, and Design for Environment eco-labels, and the U.S. Department of Agriculture's new USDA Certified Biobased label. Other clients include 3M, Nike, TetraPak, Heineken, and Johnson and Johnson.

A sought-after speaker at industry conferences and corporate gatherings around the world, she is the author of four books on green marketing, including *The New Rules of Green Marketing* (Greelleaf-Publishing UK, 2011). She blogs at <http://www.greenmarketing.com/blog>, and regularly contributes to the Harvard Business Blog, Sustainable Brands Weekly and other online and off-line publications. A self-described "efficiency expert in a green cloak" she is currently launching a blog entitled <http://wehatewaste.net>, to create cultural change around waste prevention in the home.

In 2004, Ottman spearheaded the IDSA-endorsed Design:Green educational initiative in eco-design that was underwritten with an Innovation Grant from the U.S. Environmental Protection Agency. This initiative met its ambitious goal of jumpstarting eco-design and green marketing education for students and practitioners. Design:Green now continues as a course online for a Certificate in Sustainable Design from the Minneapolis College of Art and Design.