



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

Jacquie Ottman is considered to be the nation's foremost expert on green marketing and eco-innovation. 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, Ottman has 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 is currently assisting in the launch of the USDA's BioBased label. Her clients also include 3M, Nike, and Johnson and Johnson, among others.

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 recently released, *The New Rules of Green Marketing* (Berrett-Koehler, 2011), being her most recent. 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.

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.