

Sustainable Cleveland 2019:

Building an economic engine to empower a green city on a blue lake



Summit Speakers

(in alphabetical order)

Ray Anderson

CEO, Interface, Inc.

The story is now legend; the “spear in the chest” epiphany Ray Anderson experienced when he first read Paul Hawken’s, “The Ecology of Commerce” seeking inspiration for a speech to an Interface task force on the company’s environmental vision. Fifteen years and a sea change later, Interface, Inc., is approximately half way to it’s target of “Mission Zero,” the journey no one would have imagined for the company, or the petroleum-intensive industry of carpet manufacturing, which has been forever changed by Ray’s vision. His Georgia-based company, Interface, Inc., was recently ranked number one in a GlobeScan survey of sustainability experts. The once captain of industry has eschewed his luxury car for a Prius and built an off-the-grid home, authored a 1998 book chronicling his epiphany, “Mid-Course Correction,” and has a new book chronicling his journey, “Confessions of a Radical Industrialist” coming in September 2009. He has become an unlikely screen hero in the 2004 Canadian documentary, “The Corporation.” He was named one of TIME International’s “Heroes of the Environment” in 2007. He’s a sought after speaker and advisor on all issues eco, including a stint as co-chairman of the President’s Council on Sustainable Development and as an architect of the Presidential Climate Action Plan, a 100 day action plan on climate that was presented to the Obama Administration.



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Miquela Craytor

Executive Director, Sustainable South Bronx

Miquela Craytor is the Deputy Director of Sustainable South Bronx, a community organization dedicated to the implementation of sustainable development projects for the South Bronx that are informed by the needs of the community and the values of Environmental Justice.



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Miquela Craytor, cont.

Prior to her work at SSB, Miquela was Senior Planner of Economic Development at BOEDC, the economic development consultants to the Office of the Bronx Borough President Adolfo Carrion, Jr. Miquela worked on a variety of sustainable and economic development initiatives.

Miquela received her Masters with Honors in City and Regional Planning from Pratt Institute. She holds a Bachelor of Arts, with Honors, in Planning and Public Policy and Management from the Honors College of the University of Oregon.

Jennifer Deckard

CFO, Fairmount Minerals Ltd., Inc.

Marc Lautenbach

General Manager, North America, IBM Corporation

Marc Lautenbach leads the IBM sales operation in the United States and Canada. He has been responsible since July 2005 for sales and support of the full range of IBM's information technology products, services and solutions, generating about \$40 billion in revenue. His organization works with corporations, government agencies, educational institutions and small businesses to help them achieve competitive advantage through innovative technology solutions.

Mr. Lautenbach was previously General Manager, IBM Global Small and Medium Business. He was responsible for all of IBM's efforts in support of small and medium businesses worldwide, including strategy, offering and channel development, and marketing and sales.

Mr. Lautenbach joined IBM in 1985 and held numerous sales management positions. In 1996 he became a Vice President and has held a number of general management positions. In February 2001 he was appointed to IBM's Worldwide Management Committee and he has been a member of the IBM Performance Team and the IBM Integration and Values Team since January 2006.

He graduated Phi Beta Kappa, magna cum laude from Denison University and earned an MBA from The Kellogg Graduate School of Management, Northwestern University. He is married with three children.



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Chris Lazlo

Managing Partner, Sustainable Value Partners, Inc.

Tom Morley

President, Lube Stop

Peter Senge, PhD

Senior Lecturer, Sloan School of Management,
Massachusetts Institute of Technology

Peter is the Founding Chair of the Society of Organizational Learning (SoL), a global network of people and institutions working together for systemic change. His work centers on promoting shared understanding of complex issues and shared leadership for creating healthier human systems. Today, this involves major cross-sector collaborative projects focused on global food systems, climate change, circular (zero waste) business models and regenerative economies, and youth leadership and the future of education.

Peter is the author of *The Fifth Discipline: The Art and Practice of the Learning Organization* (over two million copies sold worldwide), co-author of the three related fieldbooks, *Presence: An Exploration of Profound Change in People, Society, and Organizations* and most recently, *The Necessary Revolution: How Individuals and Organizations are Working Together to Create a Sustainable World*. The Fifth Discipline was recognized by Harvard Business Review as "one of the seminal management books of the last 75 years," and by the Financial Times as one of five "most important" management books. The Journal of Business Strategy named him as one of the 24 people who had the greatest influence on business strategy in the 20th century.. Peter has a bachelor's degree from Stanford University (where he received the F.E. Terman senior engineering award) and a Masters and Ph.D. from MIT.



Barbara R. Snyder

President, Case Western Reserve University

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Lynette Young **CEO, Damespointe Consulting**

Lynette Young is the President and CEO of Damespointe, Inc., a management consulting firm assisting in the development and implementation of strategic environmental sustainability programs and the effective governmental relations strategies. In 2007, Damespointe served as the lead consulting firm for the launch of Sustainable Atlanta, which addressed all of city government's operations and internal policies. Since 2008, Damespointe has continued its role with Sustainable Atlanta and has expanded its Corporate Social Responsibility and Sustainability practice to the corporate sector.



Prior to taking on the Sustainable Atlanta initiative in 2007, Ms. Young served as the Chief Operating Officer of the City of Atlanta under Mayor Shirley Franklin for five years. In this role, she had responsibility for the day-to-day operation and management of city government. Mayor Franklin charged Ms. Young with re-energizing and refocusing city staff while establishing best practices throughout city government.

In addition, Ms. Young chaired the Economic Development Sub-Cabinet. Under Ms. Young's leadership the City of Atlanta produced its first ever economic development plan – The New Century Economic Development Plan. Over the five years she served as COO, Ms. Young also played pivotal roles in every major city initiative.

Before moving to Atlanta, Ms. Young was principal and senior consultant with Damespoint Partners, a strategy development-consulting firm. Prior to joining Damespoint Partners, Ms. Young served as Senior Vice President with Carnegie Morgan, a financial and strategic consulting firm. As Senior Vice President, she developed and maintained strong relationships with a broad array of government and business executives for the four divisions of the firm. She also established the firm's corporate identity with new and existing clients and created strategies for clients based on an understanding of their organizational resources, priorities, needs, and policies.

Previously, Ms. Young ran another multimillion dollar enterprise, The City of Baltimore. For twelve years, she served under Baltimore Mayor Kurt L. Schmoke as Chief Administrative and Operating Officer, to whom the Mayor delegated responsibility for executive oversight and policy development for all city agencies with a total of over 25,000 employees.

Her membership on charitable and non-profit boards includes the Commerce Club Operating Board; Emory Board of Visitors; True Colors Theatre Company Board; 191 Club Board of Governors; Theatrical Outfit Board; Chair of the Women's Leadership Group at

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Lynette Young, cont.

the Commerce Club; Brand Atlanta. Her former affiliations include: The National Aquarium in Baltimore; the Columbus Marine Biotechnology Center; the Baltimore Zoo, and a host of others in both Baltimore and Jacksonville, FL.

Ms. Young graduated from the University of Maryland, Baltimore County and completed the Certificate Program for Senior Executives in State and Local Government at the John F. Kennedy School of Government at Harvard University.

She currently resides in Midtown Atlanta.