Jeffrey Hollender is a leading authority on corporate responsibility, sustainability and social equity. More than twenty years ago, he co-founded Seventh Generation and went on to build the fledgling company into a leading natural product brand known for its authenticity, transparency, and progressive business practices. Today, as an author, speaker, consultant, and activist, Jeffrey’s mission is to inspire and provoke business leaders to think differently about the role they and their companies play in society. Along the way, he’s working to drive systemic change that makes it easier for businesses to become radically more sustainable, transparent and responsible.

Jeffrey’s passion for changing the negative impact that industry has on the environment and society is evident in each of his six books, including 2010’s *The Responsibility Revolution: How the Next Generation of Businesses Will Win*. At the same time, Hollender has been helping millions of Americans make green and ethical product choices, beginning with his bestselling title, *How to Make the World a Better Place, a Beginner’s Guide*. His most recent book, *Planet Home: Conscious Choices for Cleaning & Greening the World You Care About Most* (Clarkson Potter/Publishers; December 28, 2010) guides consumers through the dizzying array of decisions they make each day, helping them understand which choices matter most and which have hidden repercussions.

A born entrepreneur, Jeffrey’s first business ventures were in the field of education and publishing: the Skills Exchange in Toronto and Network for Learning in New York City. In 1985, after selling Network for Learning to Warner Publishing, a division of Warner Communications (now Time Warner), he was appointed president of the renamed firm, Warner Audio Publishing. In 1988, he acquired Renew America, a mail order catalog of green products, which eventually became Seventh Generation. His record of sustainable achievements and thought leadership is unparalleled in the business world.

Jeffrey is on the boards of Greenpeace US; the Environmental Health Fund; and Verité, a leading workers’ rights organization. He is co-founder of the American Sustainable Business Council, a coalition of
business leaders committed to changing the rules of business. He divides his time between Charlotte, VT, and New York City.