

# Gregory C. Unruh

## WORK ADDRESS

George Mason University  
4400 University Drive  
Fairfax, VA  
22030 USA  
Telephone: 480-208-6501  
Email: gunruh@gmu.edu

## ACADEMIC POSITIONS

Arison Endowed Professor of Values Leadership, **George Mason University**, 2013 –

### VISITING INTERNATIONAL AFFILIATIONS:

Visiting Professor, **INCAE Business School**, Costa Rica 2007-  
Visiting Professor, **Rotterdam School of Management (RSM), Erasmus University**, Netherlands 2008-  
Visiting Professor, **EGP-UPBS**, Portugal 2010

### PAST AFFILIATIONS:

Lincoln Endowed Professor of Global Business, **Thunderbird School of Global Management**, 2005 – 2013  
Assistant Professor of International Policy, **Columbia University**, September 2001-2004.  
IE Alumni Professor of Corporate Responsibility, **IE Business School**, Madrid, December 2000 -2005  
Founding Academic Director (with William McDonough), **Center for Eco-Intelligent Management**, Madrid, February 2004-2009  
Visiting Assistant Professor of International Business, **Fletcher School of Law and Diplomacy**, Tufts University, 1999-2000.

## EDUCATION

Ph.D., International Environmental and Technology Management, The Fletcher School, Tufts University 1998.  
M.A., International Business Relations, Schiller International University, Spain and France, 1994.  
B.S., Earth Science and Engineering, University of California, Davis, May 1987.

### EXECUTIVE EDUCATION TEACHING *(Participant Evaluations on a 5.0 Scale)*

Global Leadership in the 21<sup>st</sup> Century (Core Capstone Course), **Thunderbird GMBA** *(5.0 past 3 offerings)*  
Sustainable Business Leadership, **EMBA Rotterdam School of Management** *(4.5 average over 4 offerings)*  
Sustainable Business Development: Costa Rica, **INCAE** *(4.4 average)*

### *Sample Executive Education Programs:*

- Advanced Management Program for Oil & Gas Executives
- Thunderbird Global Leadership Certificate Program
- Henkel Strategic Leadership Program
- SK Leadership Development Program
- Exxon GL Program
- American Express Social Sector Leader Program
- Baker Hughes Leadership Program
- Textron Executive Development Program
- Iraqi Minister Leadership Program for the Iraqi Department of Interior

## **SAMPLE SPEAKING ENGAGEMENTS**

“Scarcity, the Driver of Sustainability Innovation” **World Economic Forum**, Summer Davos 2011  
“Green Jobs, Green Economy” **Clinton Global Initiative** Meeting 2012  
“Global Sustainability Leadership” **Sustainable Brands** 2012, San Diego, California  
“Board Level Sustainability Governance” **United Nations Global Compact LEAD** 2011  
“The Principles of Responsible Management Education” **Academy of Management**, Anaheim, CA., August 2008.  
“Sustainable Technology Design,” *Sustainable Technology Development and New Market Creation* 11<sup>th</sup> Annual BELL Conference, **Cornell University**, Ithaca, New York, July 20-22, 2005  
“The Techno-Institutional Complex”, *The Energy Technology Innovation Project*, The Kennedy School of Government, **Harvard University**. December, 2004.

## **SAMPLE PUBLICATIONS**

Unruh, Gregory, *Understanding Carbon Lock-in*, **Energy Policy**, September, 2000.  
Unruh, Gregory, *Escaping Carbon Lock-in*, **Energy Policy**, February, 2002.  
Unruh, Gregory, *Globalizing Carbon Lock-in*, **Energy Policy**, Volume 34, Issue 10 , July 2006.  
Unruh, Gregory, *Join the Global Elite*, **Harvard Business Review**, May, 2013  
Unruh, Gregory, *The Sweet Spot of Sustainability Strategy*, **MIT Sloan Management Review**, Fall, 2013  
Angel Cabrera & Unruh, Gregory, *Being Global: How to Think, Act and Lead in a Transformed World*, **Harvard Business School Press**, 2012.  
Unruh, Gregory, *Earth, Inc.: Using Nature’s Rules to Build Sustainable Profits*, **Harvard Business School Press**, 2010.  
Unruh, Gregory, *Wining the Green Frenzy*, **Harvard Business Review**, November 2010.  
Unruh, Gregory, *Growing Green: Three Smart Paths to Developing Sustainable Products*, **Harvard Business Review**, June 2010.  
Unruh, Gregory, *The Biosphere Rules*, **Harvard Business Review**, February 1, 2008

## **SERVICE FOR PROFESSIONAL ORGANIZATIONS**

*Strategic Partner* to the **United Nations Global Compact**, 2006-2007.  
*Contributing Author and Task Force Member*, **Principles of Responsible Management Education**, a United Nations GCInitiative 2007.  
*Ethics Expert for Verification Panel*, **The Climate Registry** 2008.  
*Technical Reviewer*, **The United Nations Intergovernmental Panel on Climate Change (IPCC)** 2000-2002

## **SELECTED INTERVIEWS AND OPINIONS**

*Forbes* and *Huffington Post*, “Survival Instinct: Businesses Must Turn to Mother Nature,” July 28  
*Forbes* and *Huffington Post*, “Why Code of Ethics "Safety Valves" Are Big Mistakes,” July 14th  
*Forbes* and *Huffington Post*, “Sustainability Holism Vs. Green Tokenism,” June 16  
*CBS SmartPlanet*, “Five Business Lessons Companies Can Learn From the Environment,” July 8 to T  
*The Insana Quotient* (IQ Radio Show) with Ron Insana, August 10 urn the Biosphere Into a Mentor,” April 13  
*Wall Street Journal* Online, “Three Best Ways to Become Eco-Friendly,” June 11  
*Entrepreneur.com*, “Green Business: From Niche to Mainstream,” April 19  
*Los Angeles Times*, “Clothing makers expand recycling efforts,” March 21  
*Bloomberg* Online, “Wal-Mart’s Green Muscle Fuels Unruhs Goal of Sustainability,” May 25  
*Barons* “Green Luxury”, September 29, 2009.  
*Financial Times* “Green Campuses: The Urge to Develop a Carbon-Free Conscience”, January 28, 2008.  
*Business Week* “Carbon Neutrality Makes the Grade”, October 23, 2007  
*BBC Radio* “Eco-Intelligent Management.” (February 10, 2004).

## **FOREIGN LANGUAGE PROFICIENCY**

English (native).  
Spanish (fluent).  
French (basic).

