



## Shari Aaron, Founder, Climb the Green Ladder



Shari brings 25 years experience in business, marketing and sustainability. She excels at helping clients to uncover driving consumer forces, identify changing marketplace dynamics and translate sustainability into successful business decisions. Shari is an experienced speaker and thought leader on sustainability.

Her recent book, ***Climb the Green Ladder: Make Your Company and Career More Sustainable***, Wiley, includes extensive research among hundreds, including sustainability leaders and employees from Fortune 500 companies such as Campbell Soup Company, HP, IKEA, Microsoft, Office Depot, United States Post Office and Walmart. The research targets those

who have brought effective sustainability programs to their workplaces.

She co-wrote ***Climb the Green Ladder*** because she understands that 'more sustainable' also means 'more successful' - both for a company and its employees. Through her work, she provides the tools and motivation to help transition companies (and employees) towards a more successful, more sustainable future. Her work showcases the 6 key themes that underpin effective sustainability strategies and highlights real-life case studies to ensure employees apply sustainability principles at their workplaces.

Shari is passionate about fostering collaborative relationships between consumers, companies, non-profits and the media, to ensure all voices have a role in improving the impact of business on society **and** society on business.

As a former Partner at Yankelovich, Supervisor of Account Planning at Ogilvy & Mather and Founder of Fresh Marketing ([www.freshmarketing.com](http://www.freshmarketing.com)), Shari has worked with many distinguished clients including ClimateCounts.org, Coca-Cola, Hasbro, Johnson & Johnson, Kraft, Liz Claiborne, Ogilvy & Mather/OgilvyEarth, StartingBloc, P&G, The Princeton Review, The Toy Industry Association, Red Cross, UNICEF and Uncommon Schools.

Shari is spearheading a corporate sustainability-training program called Emerging Sustainability Leaders program with New York Women Social Entrepreneurs. Her work leading panel discussions, programs and other events has helped to grow this organization from six women to now over 1,000.

Shari lives in Weston, CT with her husband Steve and her sons, Jake and Michael.

## H I G H L I G H T S

***Climb the Green Ladder:*** Co-author *Climb the Green Ladder: Make Your Company and Career More Sustainable*, Wiley. This one-year, US and UK based effort includes significant research with 80 sustainability leaders/thought leaders and hundreds of employees from around the world. This work uncovers key principles that underpin successful sustainability strategies and provides case studies from Campbell's, Green Mountain Coffee Roasters, HP, IKEA, Microsoft, Office Depot, USPS and more - to bring solutions to life. Shari and her co-author have built a strong and growing following of thousands via social media tools and networks. The book is being utilized in grad school courses.

***Johnson & Johnson:*** Approved J&J supplier; conducted three-phase research program among rheumatologists, nurses and experts to determine most effective way to help the company make sustainable product claims (packaging, product and marketing) that would impact sales of a \$4 billion bi-pharmaceutical product while enhancing brand image of the product and parent company.

***Ogilvy & Mather/OgilvyEarth:*** Conducted focus groups with both climate change aware and unconcerned consumers to help Ogilvy & Mather create a campaign at the behest of the UN Secretary General. The purpose of the campaign was to rally support of the people for positive outcomes to the Copenhagen (COP15) meetings. Findings from the research helped to inform the Copenhagen campaign which in the end attracted the attention of millions and gained center-stage at the COP15 events.

***Hasbro Future of Learning Initiative:*** Spearheaded and sold \$150K project to help company develop new products and brands to expand their current offerings into the learning category. Member of leadership team and steering committee; presented analysis on the changing attitudes among parents, children and the learning community to top management.

***STARTINGBLOC:*** Responsible for business growth and media outreach for this new program that educates high-achieving, change-minded college students and young professionals on how to do business to support socially and environmentally responsible business decisions. Secured media placement (*Fast Company* – July 2006), established key relationships with business/non-profit leaders and helped grow funding sources.

***UNICEF USA:*** Managed research and strategic branding program that involved an assessment of the effectiveness of the TOT program. Engaged UNICEF staff in all aspects of the research including how to overcome program weaknesses. Results led to restructuring of Trick-or-Treat (TOT) team and a re-branding effort.

***The Princeton Review:*** Conducted market research, competitive intelligence and strategic branding programs (more than \$800,000 of projects over 14 years) for CEO and top-level management. Projects include: evaluating branding and corporate image, company websites and products (books, courses, tutoring programs) as well as direct to consumer marketing materials. Provided research on online application company (Embark) that resulted in successful buyout decision.

## SPEAKING ENGAGEMENTS, TRAINING AND WEBINARS

- Social Enterprise Conference, U of Maryland, Richmond School of Business, March 2010
- Sustainability and your Future, Right Management, NYC, March 2010
- Emerging Sustainability Leaders Training Program, NYC, February 2010
- *Women Climbing the Green Ladder*, NY, January 2010
- *Sustainability and Marketing Impact*, Fairleigh Dickinson University, December 2009
- *The impact of Sustainability on Media*, New York University, December 2009
- Visiting Professor, St. Johns University, NY, MBA program, November 2009
- Cytec Inc, *Employee Engagement Training Session*, Corporate Offices, NJ, October 2009
- Speaker, *Green Expo*, Southern CT State University, New Haven, CT, September 2009
- Green Media Conference, AMA Boston Event, Sept. 30, 2008, Boston, MA

- *Roundtable on Social "Intrapreneurs,"* spearheaded and keynoted event, NYC Nov. 2008
- *Conscious Consumer Awakening,* spearheaded event at Columbia University, April 2008
- *People Power: Smart Mobs and Consumer Empowerment,* Yankelovich February 2004
- *Increasing Importance of Doing Good,* Yankelovich, July 2004