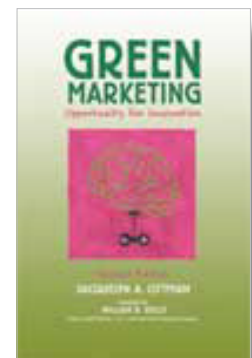




JACQUELYN A. OTTMAN

Author, *Green Marketing, 2nd edition*
Consultant to the Fortune 500
International Speaker

In today's marketplace where concern about the environment runs high, there are myriad opportunities to improve business while bettering the natural world. Jacquelyn Ottman has been a green marketing pioneer for 20 years. Her enlightening keynotes and highly interactive workshops engage business audiences with her extensive experience advising Fortune 500 businesses and governments on success strategies for green marketing and eco-innovation.



"The definitive text on the subject"

—American Marketing Association

"The goal of protecting the environment goes hand in hand with developing exciting and profitable new products and services. Greener products are better products. This is the opportunity for forwarding-thinking businesses."

— Jacquelyn Ottman

Popular Topics for Workshops, Talks & Briefings

Sustainability: Pathway to Innovation, Growth and Brand Equity

Discover the “Triple Bottom Line” of sustainable development and take away five strategies for turning its risks into genuine business opportunities. Illustrated by case examples of leading edge consumer and business-to-business successes.

Green Marketing 101: Lessons from the Green Graveyard

Learn Ottman’s “Rules of Green Marketing,” green consumer demographics, and strategies essential to good green marketing. Illustrated with examples of runaway successes contrasted with products from Ottman’s memorable “Green Graveyard.”

20 Years of Green Marketing: A Look Back—and Forward

This enlightening talk takes listeners on a 20-year journey through green marketing time and then challenges them to ask “Where do we need to go?” in order to communicate green benefits to consumers with absolute authenticity.

Design:Green—A Fresh Approach to Better Business and Design

These groundbreaking workshops developed under an EPA Innovation Grant and endorsed by the Industrial Designers Society of America, the American Society of Interior Designers, and the American Institute of Architects, use in-market successes to demonstrate to designers, marketers, new product developers how a proactive approach to “eco-design” can be a lever for innovation, sustainable profits and competitive advantage.



...an excellent, big-picture approach. She offers her strategies in a helpful, example-laden presentation that makes their practical application immediately apparent.”

—Rick Renner, Environmental Affairs, 3M

“Thank you so much for the presentation yesterday, it was truly enlightening. We learned so much in our session with you and look forward to your insight and guidance as we move forward. I think we now have a good place to start on our green marketing efforts for the bank and for our campaign.”

—Nicole Rousseau, VP Marketing, HSBC Bank

Custom Work

Call on us to conduct customized briefings on green marketing and eco-innovation, complete with recommendations for your business and marketing planning. For more information, please visit our website, <http://www.greenmarketing.com>

About Jacquelyn Ottman

Since founding J. Ottman Consulting, Inc. in 1989, Jacquelyn Ottman and her colleagues have helped over 60 Fortune 500 businesses, the ENERGY STAR[®] label and other organizations learn how to seize opportunities by pro-actively addressing consumers' environmental concerns. With unmatched experience in the field of green marketing, Ottman has helped clients develop concepts for exciting new products as well as strategies for reaching green consumers with credibility and impact.

Jacquelyn's book, *Green Marketing: Opportunity for Innovation* is called "the definitive text on the subject" by the American Marketing Association. It has been translated into six languages, and was one of the top business books of the year. She's a sought-after speaker at conferences in North America, South America, Europe and Asia and at corporate forums run by IBM, 3M, Philips Electronics and GE, to name a few.

The principal organizer and driving spirit behind the **Design:Green** eco-design educational initiative, she sits on the Advisory Boards of the Centre for Sustainable Design (UK), the Center for Small Business and the Environment, and the NYC chapter of O2, of which she is a past co-chairman.



For seven years, she chaired the jury of the American Marketing Association's Special Edison Awards for Environmental Achievement.

A graduate of Smith College, she attended NYU Graduate School of Business Administration. She also holds an advanced certification from the Creative Education Foundation in facilitating the Osborn-Parnes Creative Problem Solving Process.

"This is a very exciting time for marketers of greener products. Never before has there been such a call for innovation and credibility. This is our chance to put the right products in the hands of consumers and change the way business is done."

— Jacquelyn Ottman

Speaking Experience

CONFERENCES

American Council for an Energy Efficient Economy	Making Green Your Competitive Edge, Kuala Lumpur, Singapore, and Sao Paolo
American Lawn & Nursery Assn	Net Impact Conference
American Society of Interior Designers	NY Designs
Creative Problem Solving Institute	Northeast Sustainable Energy Association
Ecology and Innovation Master Class- The Netherlands	O2 Challenge, Rotterdam
EnvironDesign	Pacific Coast Electrical Association
Design:Green	President's Council on Sustainable Design, National Town Meeting
GreenBuild	Product Development and Mgmt. Assn
Greenfleet Expo	Sustainable Northwest
Industrial Ecology IV	Sustainable Brands
International Association of Product Development	U.S. EPA Climate Technology Expo

CORPORATE & GOVERNMENT

3M	Kraft General Foods
Avery Dennison	Milliken
Bozell Advertising	Ogilvy & Mather
Bartle, Bogle and Hegarty	Philips Electronics
Carolina Power and Light	Procter & Gamble
Colgate-Palmolive	Reckitt Benckiser
DDB Needham	Rohm & Haas
Design Continuum	Saatchi & Saatchi Advertising
Eastman Kodak	SC Johnson & Son
Fison's Consumer Health	Smart Design
GE	U.S. EPA
H.J. Heinz	U.S. Postal Service
IBM	United Stationers
JWT	Young & Rubicam

SPEAKER REQUEST FORM

Thank you for your interest in having Jacquelyn Ottman speak.
Please provide us with some information so we can tailor a program to your needs and budget.

Name of Organization: _____

Description of Event: _____

Date(s): _____

Venue: _____

Desired Topic of Speech: _____

Desired Duration: _____

**Other Participating
Speakers:** _____

**Venue/Audience
Description:** _____

**Anything Else
We Need To Know:** _____

Your Name: _____

Title: _____

Organization: _____

Email: _____

Telephone Number: _____

Please fax this form to J. Ottman Consulting, Inc. 212.879.4189 or call us at 212.879.4160