

Sustainability Pathways to Resilient, Profitable Companies

William G. Russell, Principal
Transitioning to Green, LLC

When: November 23, 2015, 2-4 PM

Where: Impact Hub NYC
394 Broadway
New York, NY 10013



Image credit: [FilmNotes](#)

Transitioning to Green, LLC has been advancing best practice tools for analyzing the connections between sustainability and financial performance. This session shares our insights about the strengths and weaknesses of profitability modeling as a tool to drive sustainability – strategies, internal budgets and program investments.

Learn how modeling tools have provided unique insights for a broad range of large manufacturing companies, small service companies and even non-profits and government. Understand how different cost and revenue generation drivers including energy, materials and labor align with sustainability objectives and influence profits. We also will share insights about a growing chasm between companies struggling to balance short term viability with global trends and societal needs to achieve long-term strong sustainability.



William G. Russell Principal, Transitioning to Green
Professor of Green Accounting, Columbia University
Cell: 646.345.8836

Email: wgrussell@transitioningtogreen.com; Website: www.transitioningtogreen.com

Mr. Russell (Bill) is a Principal with Transitioning to Green, LLC, a sustainability consulting and training company. He is also a Professor at Columbia University where he teaches Green Accounting.

Bill thrives on helping clients identify and actualize sustainability-aligned opportunities that interconnect with their core mission and objectives. He has over 30 years of managerial and financial consulting; environmental engineering; training and teaching experience. He has attained a global sustainability-aligned perspective and deep experience holistically advancing each segment of the triple-bottom-line, planet, people and profit.

He has a BS in Chemical Engineering from the University of Maryland and an MBA in finance from Rutgers University. He formerly led the environmental practice of PricewaterhouseCoopers. He is co-editor and author of The Sustainable Enterprise Fieldbook. Clients include BASF, J&J, L’Oreal, Novartis and The World Economic Forum among others.