



**Cornell University**  
The Johnson School  
Center for Sustainable Global Enterprise



**Stuart L. Hart** is one of the world's top authorities on the implications of environment and poverty for business strategy. He is the S.C. Johnson Chair of Sustainable Global Enterprise and Professor of Management at Cornell University's Johnson Graduate School of Management, where he founded the Center for Sustainable Global Enterprise. He also serves as Distinguished Fellow at the William Davidson Institute (University of Michigan) and President of Enterprise for a Sustainable World.

Before joining Cornell in 2003, he was the Hans Zulliger Distinguished Professor of Sustainable Enterprise and Professor of Strategic Management at the University of North Carolina's Kenan-Flagler Business School, where he founded the Center for Sustainable Enterprise and the Base of the Pyramid Learning Laboratory. Previously, he taught corporate strategy at the University of Michigan's Ross School of Business and was the founding director of the Corporate Environmental Management Program (CEMP), a joint initiative between Michigan's Business School and School of Natural Resources and Environment (now the Erb Institute's Dual Master's Program).

Professor Hart has published over 70 papers and authored or edited seven books, with over 5,000 Google Scholar citations in all. His work has appeared in leading scholarly journals, including Academy of Management Review, Academy of Management Journal, Strategic Management Journal, Journal of International Business Studies, and Management Science, as well as leading practitioner journals, such as Harvard Business Review, Sloan Management Review, Stanford Social Innovation Review, Academy of Management Executive, Strategy+Business, and Foreign Affairs. He wrote the seminal article "Beyond Greening: Strategies for a Sustainable World," which won the McKinsey Award for Best Article in *Harvard Business Review* in 1997, and helped launch the movement for corporate sustainability. With C.K. Prahalad, Hart also wrote the path breaking 2002 article "The Fortune at the Bottom of the Pyramid," which provided the first articulation of how business could profitably serve the needs of the four billion poor in the developing world. With Ted London, Hart is also the author of a newly released book entitled *Next Generation Business Strategies for the Base of the Pyramid*. His best-selling book, *Capitalism at the Crossroads*, published in 2005, was selected by Cambridge University as one of the 50 top books on sustainability of all-time; the third edition of the book was published in 2010.

Stuart Hart has received numerous honors and awards for his work in the area of sustainable enterprise. In addition to the 1997 McKinsey Award, his 2001 paper "Do Corporate Global Environmental Standards Create or Destroy Market Value? (with G. Dowell and B. Yeung) won the Moskowitz Prize for outstanding research in the field of socially responsible investing. In addition, he was recognized as a "Faculty Pioneer" by the World Resources Institute in 1999 for his work in integrating environmental and social issues into the management education curriculum. In 2002, he won the Gerald R. Barrett Award as the faculty member who contributed the most to the MBA Program at UNC through his scholarship, teaching, and service. He has served as consultant, advisor, or management educator for dozens of corporations and organizations including Dupont, S. C. Johnson, General Electric, Baxter Healthcare, Wal Mart, the World Economic Forum, and the Clinton Global Initiative. He is an internationally recognized speaker and has delivered hundreds of keynote addresses on the topic of sustainable business around the world.

Stuart Hart earned his Bachelor's degree from the University of Rochester (General Science), Master's degree from Yale University's School of Forestry and Environmental Studies (Environmental Management), and Ph.D. from the University of Michigan (Planning and Strategy).