



**For Immediate Release**

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**Key to Solving Today's Economic and Sustainability Challenges is Having the Right Education**  
Business Leaders Tap Into Unique Five-month Presidio Executive Program To Gain Sustainability Knowledge  
That Delivers Real World Results

San Francisco, CA (January 7, 2009)—More than 30 professionals from the United States and Europe working at companies from [Alcatel-Lucent](#) to [Shaklee Corporation](#) just graduated from the inaugural Executive Program at Presidio School of Management with knowledge that will be used to help their businesses address sustainability issues and gain economic advantages from doing so.

A pioneer in sustainable management education, Presidio helps senior managers take a leadership role in making the business case for sustainability at a time when companies face unprecedented economic, social and environmental challenges. More than a dozen recent studies have found that businesses that integrate sustainability into operations are more profitable and outperform competitors. A recent [Economist Intelligence Unit](#) study found that the worst performing companies in the economy were most likely to have no one in charge of sustainability. A corporate commitment to sustainability is becoming a major characteristic of competitive advantage, innovation and greater shareholder value.

“Presidio’s Executive Program gave me a better understanding of and the ability to articulate the need for sustainability, particularly where it comes to profitability, brand reputation and thought leadership. I look forward to using the knowledge gained through the program to the benefit of Alcatel-Lucent’s customers, employees, partners and the communities where we live and work,” said Richard Goode, recently appointed head of Climate Change Programs at Alcatel-Lucent in Murray Hill, N.J.

A big draw of the program is faculty that includes leading sustainability experts such Hunter Lovins, Andrew Hoffman and Kellie McElhane. These business leaders have worked with and consulted for major corporations and governments around the world. Their sustainable expertise covers strategy, climate protection, energy policy, international development, scenario planning, environmental management and leadership.

One graduate who will be taking on more responsibilities in his position is Tim Smith, Senior Director of Sustainable Development at Shaklee Corporation. “I had the desire to improve my skills and Shaklee management supported my initiative. I enrolled in the Presidio Executive Program because I wanted to learn new competencies from leading sustainability experts,” Smith said.

“For more than 50 years, Shaklee has been committed to making people and the planet healthier. In 2000, Shaklee became the first company in the world to be Climate Neutral™ certified to totally offset our greenhouse gas emissions, resulting in a net-zero impact on the environment,” said Roger Barnett, Chairman and CEO of Shaklee. “Tim Smith has played a key role in directing our sustainability efforts, and we’re excited to have him apply what he has learned at Presidio to help us identify new and innovative ways to enhance Shaklee’s environmental stewardship and continue to make the world a better place.”

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Mid- to senior-level professionals from across industries enrolled in the program and learned how to make the business case for sustainability and communicate the advantages to corporate stakeholders. The program is taught at a graduate level and provides students with sustainable management frameworks and teaches how to apply them in business. Graduates gain the expertise and skills required to think beyond environmental performance to address the economic, leadership and social benefits of sustainability and implement sustainable practices within their organization. They also join a dynamic community of business leaders and sustainability experts that fosters lifelong learning.

“Presidio’s Executive Program integrates sustainability into every aspect of the curriculum the same way our MBA program does. The impact that these executives are having on their companies’ sustainability efforts demonstrates that Presidio is successfully filling the gap between the demand for and supply of experienced business leaders who have the skills, attributes and courage to implement their ideas and adopt sustainable management practices in the corporate world,” said Nicola Acutt, Associate Dean, Presidio School of Management.

Program classes are held in-person two days per month for five months in San Francisco. In between classes, students meet online with faculty and colleagues in a dynamic, virtual environment. The program was offered in partnership with the law firm Hanson Bridgett. For more information on the next Executive Program that starts in February, please contact Diane Mailey at [dmailey@presidioedu.org](mailto:dmailey@presidioedu.org).

#### **About Presidio School of Management**

Presidio School of Management in San Francisco, California offers innovative graduate education in sustainable management including an MBA, MPA and Executive Program. Started in 2003, Presidio features faculty members who are noted scholars and practitioners in sustainable business. Students and graduates of the programs use proven sustainable management theory with practical experience to enable organizations to implement systemic changes for improving the way they do business and interact with their stakeholders. Presidio School of Management is an affiliate of Alliant International University, accredited by the Western Association of Schools and Colleges (WASC). For more information, please visit <http://www.presidioedu.org>

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