

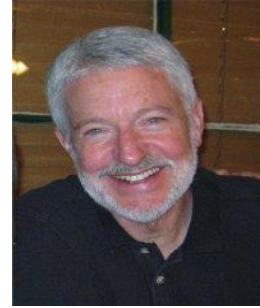
Will O'Brien, JD, MBA

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Accomplished business executive with extensive global experience, change agent, entrepreneur, consultant, attorney and instructor of sustainable management. Will is committed to educating current and future leaders and enabling organizations to reduce operational costs and environmental impact.

Business and Consulting Experience

2015 – Present: Chair, Board of Advisors, WPI Center for Sustainability in Business
2015 – Present: Consultant, Harvard Extension School, Graduate Sustainability Program
2014 - 2015: Consultant, WPI Center for Sustainability in Business
2012 - 2013: Member, Board of Directors, Sustainable Business Network (SBN) of MA
2011 - Present: Director, Sustainable Business Leader Program sm
2002 - Present: Nautilus Decisions, Inc., VP & Treasurer
1998 - 2001: KANA Software, Inc., Consultant & Client Partner
1972 - 1998: Digital Equipment Corporation, Executive & Management Positions
1978 - 1980: Data Printer Corporation, Director, Customer Service
1970 - 1972: Honeywell Information Systems, Finance & Administration Manager
1964 – 1968: U.S Navy, served in Viet Nam; completed service as Lt. Commander

Higher Education Experience - Lecturer & Visiting Faculty

2014 - Present: Harvard Extension School, Sustainability and Environmental Management
2014 - 2016: WPI Foisie School of Business, Worcester, MA
2013: Peking University, College of Environmental Sciences & Engineering, Beijing, China
2011: Benedictine University, Asia Institute - Vietnam National University, Hanoi, RVN
2012: Johns Hopkins University, Environmental Studies, Baltimore, Maryland
2009 - Present: Clark University, Graduate School of Management, Worcester, MA
2009 - 2012: MA Maritime Academy, MS, Facilities Management Program, Waltham, MA
2003 - 2011: Suffolk University, Sawyer Business School, Boston, MA
2002 - 2009: Bentley University, McCallum Grad. School of Business, Waltham, MA

Management Consulting Projects

Consultant as well as client partner for KANA, Inc. and Nautilus Decisions, Inc. responsible for the planning, implementation and executive relationship management for solutions for the following clients:

Agilent Technologies	Copyright Clearance Center	Scitex Digital Printing
Allmerica Financial	Gillette Company Spiegel Group	Teradyne
APAC Customer Service	Independent Health	University of Warwick (UK)
Boston Medical Center HealthNet Plan	Mass Health Data Consortium	Verizon Wireless
Campbell Soup	Avon	Welch Food

Sustainability Consulting Projects

Faculty advisor, coach and partner for the development of **over 180 Sustainability Action Plans (SAP)** by students from Bentley, Clark, Harvard Extension School, Johns Hopkins, MA Maritime. Refer to www.greenprof.org to view a few SAPs.

Current Activities and Recent Projects:

- **Clark University – Graduate School of Management (2009 – Present):**
 - 2016 - Leading a team of faculty and staff to promote GSOM’s success in Experiential Learning education.
 - 2016- Currently, responsible for courses focused on Business Ethics & Law, Corporation Social Responsibility, Sustainability Consulting and Entrepreneurship.
 - Developed and taught 15 various Management courses at undergraduate and graduate level.
 - 2012: Created a MBA concentration in Sustainability including elective courses:
 - Introduction to Sustainability Management
 - Accounting & Finance for Sustainability
 - Corporate Strategy and Sustainability
 - Corporate Social Responsibility
 - Eco-entrepreneurship
 - Energy Management
 - Leading Change
 - Project Management
 - Sustainability Consulting Projects
 - Sustainability Marketing
 - Sustainable Operations & Supply Chain Management

- **U.N. Principles of Responsible Management Education (PRME) (2011 – Present):**
 - As a team member, contributed to the development and updating of Clark University's PRME Report for submission to the United Nations.
 - Chair the PRME Committee with the goal of integrating Principles of Responsible Management Education into the Graduate School of Management curriculum, research and activities.

- **Careers in Sustainability Seminars (2012 – Present):** over the years, have worked in conjunction with the Clark's GSOM Career Management Center to conduct annual seminars focused on career opportunities in Corporate Social Responsibility and Sustainability. In addition, in his role of faculty advisor for NetImpact, another more impactful event in early 2016 was organized and chaired by NetImpact leadership which featured a panel of Clark alums who are working in Sustainability and Energy Management.

- **Harvard Extension School (HES) (2014 – Present):** consulting for three curriculum related projects for the school which take advantage of my expertise in experiential learning; i.e., developing consulting projects courses and in sustainability. I also teach an Eco-entrepreneurship course as well as Sustainability Consulting Projects as a capstone course for the Graduate Sustainability Program.

- **Center for Sustainability in Business, Worcester Polytechnic Institute (2014 – Present):** working as a consultant, established the Center for Sustainability in Business for WPI. The Center's mission is to aid companies, communities, and governments aligning their business and organizational activities for a more sustainable environment. Services of the Center will include: research, education and consulting. Will's current role is chair of the Board of Advisors for the Center.

- **Columbia - Javeriana University (2016):** John Dobson, Associate Professor of Practice in Entrepreneurship, has developed a partnership For Clark University with Javeriana University in Bogota. During the summer of 2016, John took a group of Clarkies to work with the university on Service Learning | LEEP Projects focused on helping some of the poorest people in Bogota to have access to healthy food via constructing a greenhouse. John has offered to explore possibilities for me to assist the university reduce operating costs and environmental impact by Clark students developing Sustainability Action Plans for the institution.

- **Peru – Illamapú Nature Saving Project (2016):** Cassandra ("Isa") Garbutt will be establishing a school which will be located in the Peruvian tropical rainforest and Andes Mountains—a topography known to enable high levels of biodiversity. The location is also near Machu Picchu, which students will visit. The school will offer courses in Biology, Agriculture, Environmental Conservation, Tropical Ecology, Biodiversity, Quechua and Spanish Languages, Human Rights, Globalization and more. The school will also be a vital resource for locals to learn about sustainable agricultural practices, the global impacts of deforestation, globalization, ecotourism, and environmental conservation. I am helping Isa develop the business plan and will serve on the Board of Directors.

- **Climate Change and Human Resilience (2016):** working with Bob Doppelt, noted author in sustainability change management and Executive Director of The Resource Innovation Group <http://www.me-to-we.org/> , will identify, select and mentor students to focus Sustainability Consulting Projects on the need for developing and launching programs at all levels of society to build personal and psychosocial resilience to enable appropriate adaptation to the impacts of climate change.
- **New York City Health and Hospitals Corporation (NYC HHC) (2016):** a client, NYC HHC, has agreed to sponsor Sustainability Consulting Projects starting in the spring 2016 through the spring 2017 focused on student teams developing Sustainability Action Plans for three NYC hospitals.
- **Lucky Planet Foods (2016):** coached and mentored two students to develop a business plan for Doctor Lise Van Susteren, CEO the founder of Lucky Planet Foods. <http://luckyplanetfoods.com/>
- **Global Project Management Credential (2016):** based on my experience with managing global projects, I identified the need for the Project Management Institute (PMI) to create a professional credential focused on Global Project Management. Working with Rich Maltzman, PMP, and a member of Clark adjunct faculty, a proposal has been submitted to PMI to establish the professional credential, a training program, documentation and test for implementation by the end of 2016.
- **Bulgaria - Social Responsibility & Sustainability (2015 – Present):** asked by the *Triple Green Building Group*, a Bulgarian consulting firm, <http://www.triplegreengroup.com/> to manage at least three Sustainability Consulting Projects during 2016 including: working with the Bulgarian government to develop the country's Social Responsibility Policies and Strategies, creation of a Sustainability Action Plan for at least one global company, e.g., Unilever – Bulgaria and guiding Business School, possibly, New Bulgarian University and Varna University, to design and develop and MBA program focused on Sustainability Management. Visits to Sofia and Varna are being scheduled for early October.
- **China – Sustainable Development (2013 – Present):**
 - 2013... worked with a team of Chinese graduate students to initiate relationships with the goal of establishing Sustainable Business Leader Program (SBLP) licensees starting in Beijing and eventually in the top 5 major Chinese cities: Beijing, Shanghai, Chongqing, Tianjin, and Chengdu. Visited Beijing in July 2013 to develop partnerships with ministries and non-profits re: environmental sustainability; delivered a Green Business Seminar at Peking University.
 - Harvard Summit for Young Leaders in China: during the spring of 2015, was invited to speak in August 2015 to 700 high school students in Shanghai and Beijing on Eco-entrepreneurship and Sustainability Management. Due to scheduling conflict with a planned family vacation, the trip was cancelled. It anticipated that I will be invited again to speak to the Chinese students mid-August of 2016. <http://www.hsylc.org/>

- **Norway – Sustainable Development Education (2013 – Present):** from November 2013, led the establishment of a partnership for Clark University Graduate School of Management with a Norwegian institution of higher education to help Gjøvik University College (GUC) design an MBA in Sustainable Business.
 - In May 2014, I visited GUC, worked with the faculty and staff in developing a proposal for submission to the Norwegian Agency for Quality Assurance in Education (NOKUT). In support of this proposal, a Memo of Understanding was approved by Clark University.
 - Recently, GUC became part of Norwegian University of Science and Technology (NTNU), the largest university in Norway. I will be leading a Global Business Seminar course to Norway in May 2016. My colleagues at NTNU have been involved in planning the course and company visits, and have participated in the course as guest speakers (remotely)

- **Ghana – Sustainable Development (2013 – Present)** - project seeks to develop a model in Northern Ghana, focusing initially on shea butter production, which will highlight the benefits of democratizing the design of community planning and development, conservation, and resources management projects toward ensuring that the design of modern impact and sustainability oriented projects for economically disadvantaged communities and which require global financial flows respect all people’s voices and human rights.

- **Vietnam – Sustainable Development (2012 – 2013)** - to enable Vietnamese businesses to become environmentally sustainable, the following has been accomplished:
 - Hanoi, June 2012 – conducted Green Business Seminar for 45 business owners with a senior Clark student from Hanoi.
 - Ho Chi Minh City, 2012 – partnered with, trained and certified Energy Development Center (EDEC) <http://www.edec.org.vn/> as an SBLP licensee; i.e., a Sustainable Business Leader. EDEC is implementing the SBLP and helping Vietnamese businesses to reduce operating costs and become environmentally sustainable.
 - Hanoi, June 2013 – taught a Project Management course at Viet Nam National University for Benedictine University Asia Institute as part of the MBA program.

- **National Grid Sustainability Hub** - Will was Clark’s project manager for the National Grid Sustainability Hub, ensuring that Clark graduate IDCE and MBA students had the opportunity to secure internships in the Hub. As Smart Energy Ambassadors, the students assist customers who visit the Sustainability Hub and speak at local schools, community events, etc. These positions have served the students well for subsequent opportunities with National Grid and in Sustainability careers. In fact, one MBA student recently secured a Marketing position at National Grid; two more were offered Line Management jobs. Will continues to maintain an executive-level relationship with National Grid.

- **Solarize Stow, MA (2013 – 2014):** a town-wide initiative to encourage the installation of solar PV for Stow residents and small businesses through federal and state incentives and volunteer outreach. My role was to participate in the selection of the best qualified installer and to plan and implement educational and marketing activities. The program was highly successful with 60 residents investing in solar installations.
- **Experiential Learning Project - Clark University (2012 – 2013):** Liberal Education and Effective Practice (LEEP) is Clark University's pioneering model of education that combines a traditional liberal arts experience with authentic engagement in the world and workplace. This initiative is focused on project-based learning including the development, management and closure of LEEP Projects during AY 2012-13.

As project manager, my goal was to recruit 100 juniors, develop and align the students with 100 LEEP Projects from alumni, other external and internal organizations, engage 100 faculty members and support the projects during the summer of 2013. We were able to enroll and place 122 students with projects and support them with faculty mentors. Learning outcomes were reported in September 2013 during LEEP workshops.

- **Clark University – Environmental Sustainability Task Force (2009 -2010; 2012-2013):** as a member of the task force, I was instrumental in the creation of Clark's Climate Action Plan in which the university committed to climate neutrality by 2030. I initiated and helped to implement several programs in support of Clark's Sustainability goals.

Recent Publications & Conferences

- **Book "Sustainability in Higher Education"** – a chapter entitled "U.S. and International Community-based Sustainability Projects for Deep Learning" published August, 2015 by Woodhead Publishing Limited, Cambridge, UK.
- **TEDx Lecture, Worcester Polytechnic Institute, April 2014** – "Sustainability is the Driver of Innovation".
- **AACSB Sustainability Conference, June 2014:** Presented a paper entitled "*The Potential of Community-based Sustainability Projects for Deep Learning*". Discussed was a generic framework for deep learning in a sustainability-based course for higher education instruction. This deep learning framework and model will be helpful to curriculum developers and instructors who wish to introduce community-based projects into their courses and curriculum. The methodology for team development and management of Sustainability Consulting Projects was discussed with potential application to similar programs as part a Sustainability Management curriculum.
- **International Journal of Higher Education and Sustainability (2014):** in June 2014, was invited and agreed to serve as a member of the editorial board. www.inderscience.com/ijhes

- **Journal of Cleaner Production** – “The Potential of Community-based Sustainability Projects for Deep Learning Initiatives”, O'Brien, W., & Sarkis, J. (January 2014).
<http://www.sciencedirect.com/science/article/pii/S0959652613004551>
- **Management Research Review** – “A Strategic Decision Model for Evaluating College and University Sustainability Investments”, Murphy, T, & O'Brien, W., (January 2014).

Development & Education

1964: Bachelor of Science, LeMoyne College, Syracuse, NY

1967 - 1998: Traveled: Europe, Mid-East, Southeast Asia, Japan and Australia

1971: Masters of Business Administration, University at Albany, Albany, NY

1975: Juris Doctor, Suffolk University Law School, Boston, MA

1993-1994: Advanced International Management Seminar, INSEAD, Fontainbleau, France

2015: Sustainability Leadership Conference, Harvard University, Cambridge, MA

Courses / Programs Developed, Lectures, Publications

- “The CIO as Change Facilitator”, Ed Tech – Higher Education, Feb. - March 2006
- “eSupport” syllabus – Bentley College, 2001
- “Management Decision Making” syllabus, Bentley College, 2007
- “Project Management” syllabus, Suffolk University Sawyer Business School, 2007
- “Business Sustainability” syllabus, Bentley College, McCallum Graduate School of Business, 2007
- “Introduction to Sustainable Development” syllabus, Bentley College, 2008
- “Leading Change” syllabus, Suffolk University Sawyer Business School, 2008
- “Advanced Project Management” syllabus for Public Consulting Group, Clark University, Graduate School of Management, 2010
- “Eco-entrepreneurship” syllabus, Clark University, Graduate School of Management, 2011
- “Energy Management” syllabus, Clark University, Graduate School of Management, 2011
- “MBA concentration in Sustainability”, developed, obtained support and approval and am currently managing a successful implementation at Clark University, 2011 – Present
- “Introduction to Greening the Corporation” syllabus, Clark University, Graduate School of Management, 2013
- “Accounting & Finance for Sustainability” syllabus, Clark University, Graduate School of Management, 2013
- “Sustainability Consulting Projects (on-line), Sustainability Learning Centre, 2014
- “Entrepreneurial Leadership” syllabus, Clark University, Graduate School of Management, 2014

- “Corporate Social Responsibility” syllabus, Clark University, Graduate School of Management, 2014
- “Energy Management” (on-line version) syllabus, WPI Corporate and Professional Education, 2014
- “Business Ethics & Law” syllabus, redesigned course, Clark University, Graduate School of Management, 2015
- “Consulting with Clients for Management and Finance” syllabus, 2016

Accomplishments/Professional Contributions & Memberships

- Speaker at industry and analyst forums including: IDC, Gartner Group, Dataquest, Association of Field Service Managers
- Articles on Services Marketing in various Service Management publications
- Lecture: “eSupport”, F.W. Olin Graduate School of Business at Babson College. 2001
- Lecture: “Design for Sustainability”, Brandeis University, April 2008
- Marketing Leadership Award – Digital Equipment Corporation
- President’s Award – KANA Software, Inc.
- Bentley University: 2008 Innovation in Teaching Award for work in Sustainable Development
- Judge, Association of Support Professionals “Ten Best Web Support Sites”
- Customer Support Consortium established to promote best practices in service
- Marathon Runner: 1982
- Massachusetts Bar: 1976 – Present (retired status)
- Community Service Activities – Church and Town:
 - Director of Religious Education
 - Religious Education Teacher
 - Leader of “Sacrificial Giving” Program
 - President, Stow Community Chest
- Project Management Institute
- Harley Owners Group
- Bentley Alliance for Ethics and Social Responsibility Advisory Council for Sustainable Development research and contribution to the University.

Websites

www.greenprof.org

www.nautilusdecisions.com

<http://sustainablebusinessleader.org>

<http://sbnmass.org>

www.wpi.edu/+csb