

Mark B. Milstein

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EDUCATION

2004	Ph.D.	Strategic Management The University of North Carolina Kenan-Flagler Business School	Chapel Hill, NC
1997	MBA	General Management The University of Michigan Business School	Ann Arbor, MI
1997	MS	Natural Resource Policy and Behavior The University of Michigan School of Natural Resources & Environment	Ann Arbor, MI
1994		Certificate of Advanced Japanese Studies Nanzan University	Nagoya, Japan
1990	BA	Economics & Japanese The University of Michigan College of Literature, Science & Arts	Ann Arbor, MI

ACADEMIC APPOINTMENTS

2012 - present	Clinical Professor of Management Cornell University • Samuel Curtis Johnson Graduate School of Management
2010 - 2012	Senior Lecturer of Management & Organizations Cornell University • Samuel Curtis Johnson Graduate School of Management
2005 – 2010	Lecturer of Strategy, Innovation and Sustainable Global Enterprise Cornell University • Samuel Curtis Johnson Graduate School of Management
2004 – 2005	Post-Doctoral Fellow Cornell University • Samuel Curtis Johnson Graduate School of Management
2002 – 2004	Adjunct Assistant Professor The University of North Carolina at Chapel Hill • Kenan-Flagler Business School

PROFESSIONAL & ADMINISTRATIVE APPOINTMENTS

2006 – present	Director Center for Sustainable Global Enterprise Cornell University • Samuel Curtis Johnson Graduate School of Management
2004 – 2006	Business Research Director Sustainable Enterprise Program • World Resources Institute
2001 – 2004	Director of Research Center for Sustainable Enterprise The University of North Carolina at Chapel Hill • Kenan-Flagler Business School

RECENT PUBLICATIONS

Hussein, M., V.V. Pillai, J. M. Goddard, H. G. Park, K. S. Kothapalli, D. A. Ross, Q. M. Ketterings, J. T. Brenna, M. B. Milstein, H. Marquis, P. A. Johnson, J. P. Nyrop and V. Selvaraj. 2017. "Sustainable production of housefly (*Musca domestica*) larvae as a protein-rich feed ingredient by utilizing cattle manure," *PLoS ONE*, 12(2): e0171708. doi:10.1371/journal.pone.0171708.

Milstein, M.B. 2015. Forward in *The ESG Advantage in Fixed Income Investing: An Empirical Analysis* by K. Nguyen-Taylor, I. Naranjo, and C. Roy. Calvert Investments: Bethesda, MD.

Milstein, M. B. and B. Liberatore. 2015. “**Hudson River Valley: Economic Development Through Water**,” Water Resources Institute, Cornell University, Ithaca, NY.

Darnall, N. and M. B. Milstein. 2014. “Damaí Lovina Villas: Can Eco-standards and Certification Create Competitive Advantage for a Luxury Resort?” (with teaching note.) *Case Research Journal*, 34(3).

Darnall, N. & M. B. Milstein. 2015. “Damaí Lovina Villas: Can Eco-standards and Certification Create Competitive Advantage for a Luxury Resort?” (with teaching note) reprinted in H.G. Parsa, V. Narapareddy, S. Jang, M. Segarra-Ona, and RJC Chen (eds.), *Sustainability, Social Responsibility, and Innovations in Tourism and Hospitality*. Waretown, NJ: Apple Academic Press & CRC Press.

Milstein, M. B. and J. R. Tauzel. 2013. “**Water-Related Economic Development Opportunities in the Hudson & Mohawk River Valleys**,” Water Resources Institute, Cornell University, Ithaca, NY.

Simanis, E. N. and M. B. Milstein. 2012. “[Back to Business Fundamentals: Making ‘Bottom of the Pyramid’ Relevant to Core Business](#),” *Field Actions Science Reports (FACTS) Special Issue 4 on Fighting Poverty, Between Market and Gift*, Volume 6: pp. 82-88.

Gómez, M. I., C. B. Barrett, L. E. Buck, H. De Groote, S. Ferris, H. O. Gao, E. McCullough, D. D. Miller, H. Outhred, A. N. Pell, T. Reardon, M. Retnanestri, R. Ruben, P. Struebi, J. Swinnen, M. A. Touesnard, K. Weinberger, J. D. H. Keatinge, M. B. Milstein, and R. Y. Yang. 2011. “Research Principles for Developing Country Food Value Chains,” *Science*, 332: 1154-55.

TEACHING CASES & NOTES

Milstein, M.B. 2014. “**Plowshears, Inc.: Mechanizing Small Holder Farmers in India**” (available through the Center for Sustainable Global Enterprise).

Milstein, M.B. 2013. “**FUGU Diversified: Market Opportunities in Affordable Housing**” (available through the Center for Sustainable Global Enterprise).

Darnall, N. and M. B. Milstein. 2011. “**Sustainability and Environmental Standards: Seeking Competitive Distinction at Damaí Lovina Villas**” (available at www.CasePlace.org)

- Best New Case, 2008 Eastern Academy of Management
- Eastern Finalist, Honorable Mention 2006 *oikos* Sustainability Case Writing Competition

Milstein, M. B. and N. Darnall. 2011. “**Teaching Note for Sustainability and Environmental Standards: Seeking Competitive Distinction at Damaí Lovina Villas**” (available at www.CasePlace.org)

RECENT PRESENTATIONS

2016

“Green Product Innovation Roundtable,” Net Impact Conference, Philadelphia, PA.

“Business Development Roundtable,” Capturing Coral Reef & Related Ecosystem Services (CCRES), Manila, Philippines.

2015

“Business Development in the Blue Economy,” East Asian Seas Congress, Da Nang, Vietnam

“The Private Sector & Sustainable Development,” United Nations Andean Sustainable Development Solutions Network Launch Event, Quito, Ecuador.

“Needs and Challenges,” Measuring for Impact: Convening Thought Leaders in Tourism, World Bank, Washington, DC.

“Academic Engagement: Business Schools and Sustainability Innovation,” Sustainable Brands, San Diego, CA.

“The Private Sector & Sustainable Development,” CIPA Colloquium, Cornell University.

2014

- “Water Resources and Economic Vitality,” CaRDI Community Development Institute, Ellen, NY.
- “Selling Without Selling Out: How to Maintain Mission Post-Acquisition,” (with B. Edmondson) Net Impact Conference, Minneapolis, MN.
- “Business at the Base of the Pyramid,” Social Innovation Summit, New York, NY.
- “The Power of Words in Maintaining Core Mission: the Ben & Jerry's - Unilever Sale Agreements,” (with B. Edmondson) Academy of Management Conference, Philadelphia, PA.
- “Finance & Sustainability: The Final Frontier?” Johnson Thought Leadership Series, New York, NY.
- “Green Revolving Fund,” President’s Sustainable Campus Committee (PSCC) Mini-Summit, Ithaca, NY.
- “Understanding Sustainable Enterprise,” for NTRES 3311 – Environmental Governance, Cornell University.
- “Business & Climate Change,” for EAS-COML 2021 – Humans & Climate Change, Cornell University.

2013

- “New Market Creation to Achieve Sustainable Global Enterprise,” Fujitsu Research Institute, Tokyo, Japan.
- “Chat for the Future,” IFS Future Lab, Tokyo, Japan.
- “Capitalism at the Crossroads – Perspectives on the Future of Business,” Academy of Management Conference, Orlando, FL.
- “Community Enterprise Development in Buffer Zones,” (with M. Epler Wood) International Conservation Biology Congress, Baltimore, MD.

2012

- “Business Strategies for a Sustainable World,” Illinois Soybean Association, Chicago, IL.
- “The New Economy: The Spa as a Development Driver to Create a Peaceful, Prosperous, Civil Society,” Washington Spa Alliance, Washington, D.C.
- “The Rise of Sustainable Global Enterprise: How Companies Can Make Both Business and the World Better,” Globis Corporation, Tokyo, Japan.
- “Destination Management: Developing Next Generation Tools,” Belize Tourism Board, Belize City, Belize.
- “Reframing Destination Stewardship,” Sustainable Travel Leadership Network, Washington, DC.
- “Linking Sustainability to Brands in AmorePacific: Mamonde in China,” AmorePacific Corporation, Seoul, Korea.
- “Trends in Business + Sustainability: Implications for Hospitality,” The Hersha Group, Philadelphia, PA.
- “Understanding Sustainable Enterprise,” for NTRES 3311, Cornell University.
- “Business & Climate Change,” for EAS-COML 2021, Cornell University.

2011

- “Future Trends in Sustainable Global Enterprise: Implications for the C&T Industry,” AmorePacific Corporation, Seoul, South Korea.
- “Implementing Strategy for Social Entrepreneurs,” Arianne de Rothschild Programme, Cambridge University, United Kingdom.
- “Seeking Lessons in Sustainable Global Enterprise from China,” Innovative Strategies for Sustainable Enterprise: From Followers to Leaders Conference, Tsinghua University School of Economics & Management, Beijing, China.
- “Developing, Marketing and Delivering Innovation with, to and for the Poor,” SAP CEO Event, Versailles, France.
- “Next Generation BOP: Focusing on Markets & Enterprise,” Foundation for Advanced Studies on International Development (FASID), Tokyo, Japan.
- “Understanding Sustainable Enterprise,” DuPont, Wilmington, DE.
- “Business + Sustainability: Irritant or Catalyst?” CIIFAD Seminar, Cornell University.
- “Understanding Sustainable Enterprise,” for NTRES 3311, Cornell University.

OTHER PROFESSIONAL ACTIVITIES

Facilitator & Moderator, “Building a Sustainable Future, One Cornellian at a Time,” New York City, October 2017.

Facilitator, “Sustainable Tourism – STAMP,” Cornell Center for Hospitality Research Sustainability Roundtable, Ithaca, NY, September 2017.

Organizer & Facilitator, “Food Waste & Loss Business Innovation Lab,” New York City, June 2017.

Invited Panelist, “From Strategic Vision to Measurable Impacts,” Sustainability Centres Community (SCC) Workshop, Network for Business Sustainability, INSEAD, Fontainebleau, France, November 2016.

Invited Participant, “Working Session on U.S. Food Waste,” The Rockefeller Foundation, New York City, October 2016.

Invited Moderator, “Workshop: Opportunities for Action in Building a Blue Economy in East Asia,” East Asian Seas Congress, Da Nang, Vietnam, November 2015.

Invited Mentor, The Intrapreneur Lab, New York City, NY, June 2015.

Invited Participant, Sustainability Centres Workshop: Collaborating for Impact, Network for Business Sustainability, Harvard Business School, Cambridge, MA, June 2014.

Invited Panelist, 2014 African Economic Outlook Launch, Cornell University, Ithaca, NY.

Invited Mentor, The Intrapreneur Lab, New York City, NY, May 2014.

Facilitator, “Building a Community of Base of the Pyramid Scholars: Creating a Legacy that can Change the World,” 2013 Academy of Management Conference, Orlando, FL.

Invited Participant, Capturing Coral Reef & Related Ecosystem Services Project (CCRES) Planning Workshop II, University of Queensland, Cairns, Australia, July 2012.

Invited Participant, Capturing Coral Reef & Related Ecosystem Services Project (CCRES) Planning Workshop I, Marine Sciences Institute, University of The Philippines, Manila, The Philippines, April 2012.

Invited Participant, Global Sustainability Centres Workshop, Network for Business Sustainability, Ivey School of Business, University of Western Ontario, April 2012.

Organizer & Facilitator, “Leveraging Institutional Factors to Drive Business Development in Informal Economies,” 2012 Academy of Management Conference, Boston, MA.

Session Chair, “Keeping It in the Family: Greening Small and Family Firms,” 2012 Academy of Management Conference, Boston, MA.

RECENT GRANTS & SPONSORSHIP

PI, “Addressing Food Waste & Loss Through Business Innovation,” Rockefeller Foundation, 2016-2017 (\$280,000)

Co-PI, “Market-based Instruments and Incentives for Sustainability and Conservation in Rural Working Landscapes in Latin America,” (with A. Rodewald, V. R. Gutierrez, M. Gomez, and S. DeGloria), Atkinson Center for a Sustainable Future Academic Venture Fund, 2016-2017 (\$150,000)

Co-PI, “Evaluation of Corporate Sustainable Product Innovation Programs,” (with G. Dowell), Johnson & Johnson, 2015 (\$55,000)

Co-PI, “Capturing Coral Reef and Related Ecosystem Services,” (with D. Harvell) World Bank and University of Queensland, 2013-2018, (\$2,400,000)

Co-PI, “Biodegradation of Cattle Manure Using Fly Larvae: An Ecological Strategy for Manure Management and Production of a High Protein Food Source for Animals,” (with V. Selvaraj, J. Nyrop, and P. Johnson), Atkinson Center for a Sustainable Future Academic Venture Fund, 2014-2015 (\$125,000)

PI, “Building a Regional Water Technology Hub and Competitive Water Tourism Sector in the Hudson Watershed,” Water Resources Institute, 2013 (\$27,000)

PI, "Creative Design for Affordability," National Collegiate Inventors and Innovators Alliance (NCIIA), 2010-2013 (\$17,000)

PI, "Building Markets & Enterprise for Malaria Eradication," S. C. Johnson Foundation, 2010-2013 (\$500,000)

PI, "Building Markets & Enterprise for Malaria Eradication," The Bill & Melinda Gates Foundation, 2009-2013 (\$500,000)

RECENT PROFESSIONAL SERVICE

2018

Network for Business Sustainability's Sustainability Centres Community Advisory Board

Cornell University Climate Action Communications Committee (CAAG, since 2016)

Cornell University Senior Climate Leadership Action Group (SCLAG, since 2016)

Cornell University Academic Programs and Policies Committee (CAAP, since 2013)

Cornell Program in Infrastructure Policy Faculty Affiliate (since 2012)

Atkinson Center for a Sustainable Future Faculty Advisory Board (ex-officio) (since 2008)

Atkinson Center for a Sustainable Future Communications Committee (since 2012)

Atkinson Center for a Sustainable Future Events Committee (since 2009)

Reviewer for Atkinson Center for a Sustainable Future Academic Venture Fund Proposals (since 2014)

Reviewer for Atkinson Center for a Sustainable Future Postdoc Fellow Proposals (since 2015)

Reviewer for Engaged Cornell Curricular Grant Proposals (since 2015)

Reviewer, Academy of Management Annual Meeting Organizations & Natural Environment (ONE) Division (since 1998)

2017

Provost's Sustainability Initiative Task Force

Cornell University Public Engagement Council (since 2013)

2016

Cornell College of Business Centers & Institutes Task Force

Cornell College of Business Faculty Governance Committee

76West semi-final round judge

Johnson Family Business Faculty Search Committee (completed)

Faculty Advisor for Sustainable Global Enterprise Club (Cornell's graduate Net Impact Chapter), Energy Club, Green Revolving Fund, Big Red MicroEnterprise, Southeast Asia Club, and Environmental Finance & Impact Investing Fellows Program

Ad Hoc Reviewer for *Academy of Management Review*, *Academy of Management Journal*, Social Sciences and Humanities Research Council (Canada)

2015

Cornell University Atkinson Center for a Sustainable Future Director Search Committee (2014-2015)

Cornell Engaged Learning + Research Advisory Board (2013-2015)

Johnson, International Trips Committee (chair, 2014-2015)

Johnson Professor of the Practice Review Committee

2014

Verizon Powerful Answers – Sustainability Awards Judge Panel

MSCI ESG Research Thought Leaders Council - Clean Technologies

Cornell University Regional Economic Advancement Operations Committee

Net Impact Academic Advisory Board (2012- 2014)
NextBillion.Net (2008- 2014)
UNDP Growing Inclusive Markets Initiative Advisory Board (2007- 2014)

2013

Johnson Corporate Relations Director Search Committee
Johnson Financial Services, Budget and Planning Director Search Committee
Ad Hoc Reviewer for *Society & Nature*, *Academy of Management Journal*

2012

Johnson Leadership Program Director Search Committee
Ad Hoc Reviewer for *Long Range Planning*, *Strategic Entrepreneurship Journal*, *Academy of Management Journal*

2011

Johnson Center-Institute Coordination Committee (Co-Chair, 2010-2011)
Cornell University President's Ad Hoc Committee on Sustainable Endowment Practices (2009-2011)
Sustalvest: Sustainable Investment Challenge Advisory Board (Chair, 2008-2011)
Ad Hoc Reviewer for *Science*, *Academy of Management Journal*, *Business Strategy & the Environment*

TEACHING

(MBA)

Sustainable Global Enterprise Immersion Practicum (since 2006)

Experiential-based program in which multi-disciplinary teams of graduate students work on sponsored projects that source from a variety of firms and other organizations that have included:

Agriculture
International Livestock Research
Institute
John Deere
Larvae Co.
New Holland Agriculture

Apparel
Nike

Financial Services
Barclays
Calvert Research & Management
Grassroots Business Fund
Karner Blue Capital
Microvest Holdings
Plebys International LLC

Consumer Goods
Amorepacific
Kewpie Group
Method Home
SC Johnson

Economic Development
Cheetah Conservation Fund
COMACO
ECOM
El Nido Foundation
Emerging Markets Group
Freeplay Energy – Freeplay
Foudnation
Livelihood BASIX

Newsweek Daily Beast – Women in
the World Foundation
SNV

Energy
A123 Systems
Acciona
AES Electropaulo
American Governor Company
AVANGRID
CARE USA
Clean Energy Group
Consolidated Edison
Cornell University
Distributed Sun
Environmental Credit Corporation
Enel Green Energy North America
GE
Intelligen Power Systems
IOSIL Energy
Novozymes – Cleanstar Mozambique
POET
Principle Energy
ProyectoTerra
Renewable Energy New England –
Boreas Renewables
SOCOTA
Standard Hydrogen Corporation
Suncor Energy
SunEdison
Team Planet
Toughstuff
Widetronix
WGL
Yingli Solar

Food	Industrials/Manufacturing
The Hain Celestial Group	BASF
Kewpie Group	BraunAbility
Land O'Lakes	Corning
Made In Nature	Dow
MOVE Systems	Dow Corning
Novozymes	Dupont
Ocean Spray	Emerson
Sodexo	GE
	Holcim
Healthcare	Insinger Machine Company
Johnson & Johnson	John Deere
Novo Nordisk	Pratt & Whitney
SNV	Tandus Group
Visionspring – Acumen Fund	
	Retail
Hospitality & Tourism	Target
Belize Tourism Board – Planeterra –	
Gap Adventures – Eplerwood	Services
International	Gates Automotive Center – Sherwin
Caesars Entertainment	Williams – NAPA
The Hersha Group	IBM
Hilton Worldwide	
Las Vegas Sands Corporation	Transportation
Long Caye Belize	New York City Transit Authority
MGM Resorts	
Starwood Hotels & Resorts	Technology
	eBay
	Global Power Enterprises
	Grameen-Intel Social Business
	NEXUS-NY
	Waste Management
	Closed Loop Fund
	World Bank
	Water Services
	Cascade Engineering
	Waterhealth International, Inc.
	The Water Initiative

Finance & Sustainable Global Enterprise Colloquium (since 2012)

Invited speaker course focused on the intersection of finance and sustainability.

Leaders in Sustainable Global Enterprise Colloquium (since 2011)

Invited speaker course focused on the broad field of business and sustainability.

Big Red MicroEnterprise (since 2010)

Experiential-based course in which student teams coach local low-income entrepreneurs.

Experiences in International Management – Japan & Korea (since 2010)

Classroom instruction coupled with two-week trip to focus countries.

Green Revolving Fund (since 2014)

Experiential-based course in which students identify, develop, propose, evaluate, fund, implement, and manage energy efficiency investment projects around campus in coordination with the University's Infrastructure, Property and Planning (IPP, formerly Finance, Investment, and Facilities) office.

(Executive/Non-Degree)

Ritsumeikan Asia Pacific University (2018)

Oita, Japan

IDE Advanced School (IDEAS) (2013, 2014)

Institute of Developing Economies, Japan External Trade Organization, Chiba, Japan

Cheung Kong Graduate School of Business (CKGSB) Sustainability Program (2014)

Cornell University, New York, NY

Southwest Jiaotong University Summer Program (2012, 2013)

Cornell University, Ithaca, NY

OSRAM (2011)

Cornell University, Ithaca, NY

Inner Mongolia University Executive Development Program (2011)

Cornell University, Ithaca, NY

BOARD SERVICE

Johnson & Johnson Earthwards Advisory Board (since 2013)

Livelihoods Basix International Board of Directors (since 2013)

PROFESSIONAL MEMBERSHIPS

Academy of Management, 1997-present