



CAROL SANFORD

author. speaker. consultant.

Carol Sanford brings highly recognized innovation into business and nations around the world. Her innovation approaches in strategy process, leaders practices and work designs create great businesses—as well as a better world by how they do it. “Innovation is the core of responsibility and must be the DNA of business where everyone participates directly to make a real difference.” She is cited as an international expert in business innovation by media, university research and top selling books for her unique and highly successful innovative ideas and practices.

Carol, as the founder and CEO of InterOctave Global, has been leading major consulting change efforts in both Fortune 500 and new-economy businesses for more than 35 years. Her client list includes long-term relationships with Colgate Europe and Africa and DuPont Canada, US, Asia and Europe. She also works with new-economy companies like Intel, Agilent and leaders of corporate responsibility such as Seventh Generation. Her expertise in growing entrepreneurial ventures to successful businesses has had her named to many boards and panels. Carol is a judge and mentor for University of Washington Global Business Center Social Entrepreneur Competition, Seattle. She also lectures at MIT Sloan, University of Michigan Ross & ERB Institute among others.

She is the author of ***The Responsible Business: Reimagining Sustainability and Success***. Her book is Winner of Best General Book by the International Book Awards, Top Fifteen Business Books by CNBC, Bullish on Books; Top Five General Business Books by *800CEOREAD*, the largest distributor of business books in the world. Her book is required reading at Harvard Business School, Stanford Engineering and Management Science, and MIT Sloan, among dozens of others. She is a guest blogger for CNBC business blogs, Stanford Social Innovation Review, American Express Open Forum among others. Carol has published dozens of works in 10 languages, including a series of articles in *Executive Excellence*, Stephen Covey's newsletter and *At Work*, a Berrett-Koehler Journal. Her upcoming book, ***The Responsible Entrepreneur: A System of Archetypes and How They Lead Change***, will be released in Spring of 2013,

Central to Carol's philosophy and approach is a fresh look at what makes an organization truly innovative and responsible. “It's important to find out what differentiates a business from the crowd,” she says, “and then thinking about **how** to innovate in business so that workers/suppliers, communities, societies, and ecology, investors – as a whole, are improved. These are not separate but interwoven pursuits. It's completely doable, and a conversation worth having.” **The Responsible Business** is full of dozens of case studies to prove it.

She holds undergraduate degrees from UC Berkeley in Economics and Public Law and a graduate degree from California State University, San Jose in Urban Planning. She lives in Seattle.

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