

Jeana Wirtenberg, Ph.D.
(aka. Thelma Jean Wirtenberg)

Associate Professor of Professional Practice,
Department of Management & Global Business

Executive Director, Rutgers Institute for Corporate Social Innovation

Rutgers Business School – Newark & New Brunswick, Rutgers University
1 Washington Place, Newark, NJ 07102
email: jwirtenberg@business.rutgers.edu

Bio

Jeana Wirtenberg, Ph.D., is Associate Professor of Professional Practice in the Management & Global Business Department, Rutgers Business School, and Executive Director of the [Rutgers Institute for Corporate Social Innovation \(RICSI\)](#). She leads the UN Principles for Responsible Management Education (PRME) initiative on behalf of Rutgers Business School (RBS) and teaches Sustainability/ESG related courses in RBS MBA and Executive Education.

Jeana is lead editor and author for [The Sustainable Enterprise Fieldbook: Building New Bridges](#) (Greenleaf, 2008; Routledge, 2019). Previously, she authored [Building a Culture for Sustainability: People, Planet and Profits in a New Green Economy](#) (Praeger, 2014) showing how to holistically integrate sustainability throughout the culture of organizations.

She teaches *Organizational Behavior* and *Intro to Corporate Social Innovation* in Rutgers MBA program, *Women Leading in Business* and *Management Skills* in Rutgers Department of Management and Global Business.

Summary of Achievements (2015-2025)

- Cofounded and built the Rutgers Institute for Corporate Social Innovation (RICSI), positioning Rutgers Business School as a global leader in responsible management education.
- Created and institutionalized new MBA course in Corporate Social Innovation and Sustainability Leadership.
- Designed and delivered Executive Education programs on Circular Economy and Sustainability-Aligned Leadership for Siemens, Atlas Copco and Invited keynote, “Education for Sustainable Development for EMBA Programmes,” Dublin City University (2025).
- Authored and edited four UN PRME Sharing Information on Progress (SIP) Reports and the 2024 RICS I Social Impact Report.
- Raised over \$2 million in grants, corporate sponsorships, and individual gifts to build RICS I’s foundation.
- Led development of RBS Stackable Business Innovation (rSBI) Certificates in Corporate Social Innovation and Social Entrepreneurship.
- Recognized with Dean’s Meritorious Service Award (2021) and Dean’s Meritorious Teaching Award (2023).

- Established Rutgers as a global leader in the UN PRME and Sustainable Development Goals (SDGs) movement.

Education

- 1979 **University of California at Los Angeles**, Los Angeles, CA
 Ph.D.; Developmental Psychology; Social Psychology; Measurement & Statistics.
 Dissertation: *Expanding Girls' Occupational Potential: A Case Study of the Implementation of Title IX's Anti Sex-Segregation Provision in Seventh Grade Practical Arts.*
First Prize, *Social Issues Dissertation Award from the Society for the Psychological Study of Social Issues (Division 9 of APA).*
- 1972 **University of California at Los Angeles**, Los Angeles, CA
 Master of Arts, Psychology
- 1971 **The City College of City University of New York**, New York, NY
 Bachelor of Science, Mathematics, Phi Beta Kappa, Magna Cum Laude.

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Professor of Professional Practice Experience

Academic & Professional Experience

2016 - present Associate Professor of Professional Practice, Management & Global Business Department, Rutgers Business

Course	Level	Years Offered	Notes
Introduction to Corporate Social Innovation	MBA	2019–2025	Created and institutionalized; approved 2022 as permanent elective
Organizational Behavior	MBA Core	2016–2025	High SIRS ratings; sustainability, purpose-driven leadership, DEI integration
Women Leading in Business	Undergraduate	2015–2025	DEI focus; applied experiential learning
Management Skills	Undergraduate	2016–2025	Leadership and team development emphasis. Integrated SDGs in Aim2Flourish team assignment

2023 – Present Executive Director, Rutgers Institute for Corporate Social Innovation, Rutgers Business School

2018 – 2023 Associate Director for Education, Rutgers Institute for Corporate Social Innovation, Rutgers Business School

Fall 2022 - Present Serving as Advisor to DBA Student dissertation focused on the “Role of Leadership styles in supporting Workplace Mental Health Programs.”

2014 – 2016 Rutgers Business School, Rutgers University, Newark & New Brunswick, *Part-Time Lecturer, Department of Management & Global Business.*

Courses Taught: Organizational Behavior in MBA; Women Leading in Business in BUILD program.

- 2009 – Present Transitioning to Green, LLC., President & CEO, and Transitioning to Green Foundation, President & Executive Director
- 2004 – 2016 Institute for Sustainable Enterprise (ISE), Silberman College of Business, Fairleigh Dickinson University
Co-Founder/Director/Senior Advisor, External Relations and Services & Executive Researcher

Other Career Highlights:

- Supported Management Skills students in four classes to edit and publish more than 25 online stories about innovative companies who are supporting the UN Sustainable Development Goals on <https://aim2flourish.com/innovationsAIM2Flourish.com> (Spring/Fall 2022)
- Visiting Lecturer for MBA Program in Sustainability at Bard College, Annandale-on-Hudson, New York (2014 – 2016)
 - Courses Taught: HR/Employees & Organizations
- Director, Human Resources Development & Quality, Public Service Enterprise Group (1996–2004).
- Leadership and research roles at AT&T, U.S. Dept. of Education, and U.S. Commission on Civil Rights.
- Publications include The Sustainable Enterprise Fieldbook (2008), Sex Role Research (1983), and 20+ peer-reviewed articles pre-2015.
- Recipient of AT&T Human Resources Excellence Awards (1991–1995) and multiple national recognitions for leadership in sustainability and DEI.

Publications

Books:

2019. J. Wirtenberg (ed. and co-author), with Linda M. Kelley, David Lipsky, and William G. Russell. ***The Sustainable Enterprise Fieldbook: Building New Bridges, Second Edition***. New York: Routledge/Taylor & Francis Group.

Living Fieldbook website: Created and oversaw (www.TheSustainableEnterpriseFieldbook.com) with extensive supplementary material for every one of 10 chapters. Includes Learning Guides for instructors with associated activities, cases, tools, articles and materials.

2014. J. Wirtenberg. ***Building a Culture for Sustainability: People, Planet, and Profits in a New Green Economy***, Santa Barbara, CA: Praeger/ABC-CLIO, Jan 2014.

2010. J. Wirtenberg was Technical Editor, ***Green Careers for Dummies*** (2010) by Carol McClelland, Hoboken, N.J.: Wiley.

2008. J. Wirtenberg (ed. and co-author), with David Lipsky & William G. Russell. ***The Sustainable Enterprise Fieldbook: When It All Comes Together***. Sheffield, UK: Greenleaf Publishing; New York: AMACOM (North America co-publisher).

1983. B. Richardson and J. Wirtenberg (co-editors) (1983). **Sex Role Research: Measuring Social Change**. New York: Praeger.

Book Chapters:

- 2022 Wirtenberg, J. "Sub regions taking off: Overview of Fifth PRME Northeast Virtual Conference." Invited Contribution to book: **Responsible Management Education: The PRME Global Movement** published by Routledge, January 2022.
- 2019 Wirtenberg, J., Kelley, L. M., Lipsky, D., & Russell, W. G. "Introduction and overview." Introductory chapter in Part I: Understanding reality: our context for The Sustainable Enterprise Fieldbook. In J. Wirtenberg (ed.), with Linda M. Kelley, David Lipsky, and William G. Russell. **The Sustainable Enterprise Fieldbook: Building New Bridges, Second Edition**. New York: Routledge/Taylor & Francis Group, 3-32.
- 2019 Wirtenberg, J., Fairfield, K. D., Knowles, R. N., Russell, W.G., & Muhurkar-Rao, S. "Employee Engagement for a sustainable enterprise." Chapter 5 in J. Wirtenberg (ed.), with Linda M. Kelley, David Lipsky, and William G. Russell. **The Sustainable Enterprise Fieldbook: Building New Bridges, Second Edition**. New York: Routledge/Taylor & Francis Group, 221-252.
- 2019 Kelley, L.M., Axelrod, V. G., Russell, W.G., & Wirtenberg, J. "Sustainable globalization: the challenge and the opportunity." Chapter 7 in J. Wirtenberg (ed.), with Linda M. Kelley, David Lipsky, and William G. Russell. **The Sustainable Enterprise Fieldbook: Building New Bridges, Second Edition**. New York: Routledge/Taylor & Francis Group, 321-388.
- 2019 Wirtenberg, J., Kelley, L.M., Lipsky, D., & Russell, W.G. "A path forward: building new bridges to the future." Chapter 9 in J. Wirtenberg (ed.), with Linda M. Kelley, David Lipsky, and William G. Russell. **The Sustainable Enterprise Fieldbook: Building New Bridges, Second Edition**. New York: Routledge/Taylor & Francis Group, 447-465.
- 2018 Aydinliyim, L. & Wirtenberg, J. "Reimagining the 21st Century Employment Relationship: Aligning HR & CSR Through Employment Policies and Practices." Chapter 40 In **The Talent Management Handbook: Making Culture a Competitive Advantage by Acquiring, Identifying, Developing, and Promoting the Best People. Third edition**, New York: McGraw Hill, 456-470.
- 2016 Wirtenberg, J., (2016). "The Living Organization: Designing a New Landscape for OD." Chapter 9. W. J. Rothwell, J. M. Stavros, R. L. Sullivan, and J. D. Vogelsang (Editors), **Organization Development in Practice**, San Francisco, CA: Organization Development Network, 150-167.
- 2011 Wirtenberg, J., (2011). "Sustainable Enterprise for the 21st Century." Chapter 4, Volume I (of 3 Volumes), In S.G. McNall, J.C.Hershauer and G.Basile, (Editors), **The Business of Sustainability: Trends, Policies, Practices and Stories of Success**, Santa Barbara, Ca: ABC-CLIO/Praeger, 67-88.

- 2011 Wirtenberg, J. (2011). "Unleashing Talent in Service of a Sustainable Future," *In The Talent Management Handbook, 2nd edition*, New York: McGraw Hill.
- 2008 Harmon, J., Wirtenberg, J., et al. (2008). "Developing a Sustainability Strategy," In Wirtenberg, Lipsky & Russell & Lipsky (eds.), *The Sustainable Enterprise Fieldbook*, Sheffield, UK: Greenleaf Publishing and New York: AMACOM, 2008.
- 2008 Fairfield, K., Knowles, R., Russell, W., & Wirtenberg, J. (2008). "Employee Engagement for a Sustainable Enterprise," In Wirtenberg, Russell & Lipsky (eds.). *The Sustainable Enterprise Fieldbook*. Sheffield, UK: Greenleaf Publishing and New York: AMACOM.
- 2008 Axelrod, V., Harmon, W.G. Russell, W. & Wirtenberg, J. (2008). "Sustainable Globalization: The challenge and the opportunity," In Wirtenberg, Russell & Lipsky (eds.), *The Sustainable Enterprise Fieldbook*. Sheffield, UK: Greenleaf Publishing and New York: AMACOM.
- 2008 Wirtenberg, J., Russell, W. & Lipsky, (2008). "Introduction and Overview," In Wirtenberg, Russell & Lipsky (eds.). *The Sustainable Enterprise Fieldbook*. Sheffield, UK: Greenleaf Publishing and New York: AMACOM.
- 2008 Wirtenberg, J., Lipsky, D. & Russell, W. (2008). "A New Beginning: When It All Comes Together," In Wirtenberg, Russell & Lipsky (eds.). *The Sustainable Enterprise Fieldbook*. Sheffield, UK: Greenleaf Publishing and New York: AMACOM.
- 2008 Harmon, J., Bucy, F., Nickbarg, S. Rao, G. & Wirtenberg, J. (2008). "The ABC's of Formulating and implementing Sustainability Strategy," *PRNews Guide to Best Practices in Corporate Social Responsibility*, Vol. 3, 21-24.
- 2007 Wirtenberg, J. & Cox, T.P., (2007). "The Evolving Sustainability Paradigm: How Practices and Trends Impact PR," *PRNews Guide to Best Practices in Corporate Social Responsibility*, Vol. 2, 3-6.

Journal Publications (Peer Reviewed):

- 2025 Wirtenberg, J. et al. (article under development in 2025 based on Independent Study, Fall 2024). "The Impact of Extreme Heat and Mental Health in Disadvantaged Communities." To be submitted to *Sustainability: The Journal of Record*.
- 2020 Gafni, N. & Wirtenberg, J. (2020). "Executive Insights: Leading the Way in Corporate Social Innovation. An Interview with Gary M. Cohen." In Michael L. Barnett (Ed). *Helping business help society: Overcoming barriers to corporate social innovation. Rutgers Business Review Special Issue on Corporate Social Innovation*, 5(2), 248-258.
- 2019 Lipoti, J. Wirtenberg, J. Kornitas, M., Birnie, D., Parrish, K., & Lee, R. (2019). "RU Sustainable, Collective Impact for the Global Goals." *Sustainability: The Journal of Record*, 12(2), 1-5 (April. 2019).

- 2010 Harmon, J., Fairfield, K. D. and Wirtenberg, J. (2010). "Missing an Opportunity: HR Leadership & Sustainability," **People & Strategy**, 33(1), 16-21.
- 2007 Wirtenberg, J., Harmon, J., Russell, W. G., & Fairfield, K. (2007). "HR's Role in Building a Sustainable Enterprise: Insights From some of the World's Best Companies," **Human Resource Planning, Special issue on "Triple Bottom Line: HR's Contribution"**, 30(1), 10-20.
- 2007 Wirtenberg, J., Abrams, L., Lipsky, D., Conway, M., & Slepian, J., (2007). "The Future of Organization Development: Enabling Sustainable Business Performance Through People," **Organization Development Journal Special Issue**, Spring 2007.
- 2007 Wirtenberg, J., Backer, T., Chang, W., Lannan, T., Applegate, B., Conway, M., Abrams, L., Slepian, J., (2007). "The Future of Organization Development in the Nonprofit Sector," **Organization Development Journal Special Issue**, 25(4), 179-195.
- 2004 Wirtenberg, J., L. Abrams & C. Ott, (2004). "Assessing the Field of Organization Development," **Journal of Applied Behavioral Science**, 40 (4), 465-479.
- 2004 Feuss, J., J. Harmon, J. Wirtenberg, & J. Wides (2004). "Linking Employees, Customers and Financial Performance in Organizations," **Journal of Cost Management**, 18(1), 12-22.
- 2003 Wirtenberg, J. (2003). "Social Responsibility and Business: Can They Co-Exist?" Executive Commentary, **Academy of Management Executive**.
- 1996 Wirtenberg, J. (1996). "Eyeing Future HR Concerns," **Personnel Journal**.
- 1993 Conner, J. & J. Wirtenberg (1993). "Managing the Transformation of Human Resources Work," **Human Resource Planning**, 16(2), 17-34.
- 1981 Wirtenberg, J. (1981). "Educational Trends for Expanding Women's Occupational Lives," **Psychology of Women Quarterly**, 137-159.
- 1980 Wirtenberg, J. (1980). "Restructuring Education through Feminist Inspired Global Analysis," **Futurics: A Quarterly Journal of Futures Research**, Vol. 4, Nos. 3-4, 337-348.
- 1976 Wirtenberg, J. (1976). "Education: Barrier or Boon to Changing Occupational Roles of Women," **Journal of Social Issues**, 165-180.
- 1975 Wirtenberg, T. J. & Faw, T.T. (1975). "The Development of Learning Sets in Adequate and Retarded Readers," **Journal of Learning Disabilities**, 8(5), 304-307.

Proceedings (Peer-Reviewed):

- 2007 Fairfield, K., Wirtenberg, J., Harmon, J. & Russell, W. G. (2007). "Towards Sustainability in Business Enterprises: Experiences of Some Best-In-Class Firms."

Proceedings of the Eastern Academy of Management. New Brunswick, NJ: Eastern Academy of Management.

- 2007 Wirttenberg, J., Harmon, J., Fairfield, K. & W. Russell (2007). Building the Most Sustainable Companies: The Role of Human Resources.” ***Proceedings of the International Eastern Academy***. Amsterdam: EAM-International.

Research Reports:

- 2007 American Management Association, ***Creating a Sustainable Future – A Global Study of Current Trends and Possibilities, 2007-2017***. Authors: Vickers, M., Wirttenberg, J., Harmon, J., Lindberg, A., Lee, J., & Dennis, D.

Designed and Edited Two Special Issues of Peer Reviewed Journals:

- 2010 J. Wirttenberg (ed.) (2010). Transitioning to the Green Economy – Special Issue of ***People & Strategy***, 33(1).
- 1981 S. Tangri and J. Wirttenberg (eds.) (1981). "Women and the Future," Special Issue of ***Psychology of Women Quarterly***.

Book Review:

2025. Jeana Wirttenberg wrote book review and is featured on book jacket for Peter McAteer (author), ***Leading the Sustainable Organization: The Quest for Ethical Brands and a Culture of Sustainable Innovation***.” London, Anthem Press, June 2025.

Academy of Management Presentations:

July 26, 2025. Helped design and facilitate a Professional Development Workshop at the Academy of Management, Copenhagen, Denmark on “Consortium for Educator Faculty: Building Careers and Connections.”

August 7, 2023. “Strategies and Frameworks for Incorporating Community Perspectives in Health Equity” at the 83rd Annual Meeting of the Academy of Management, Boston, MA.

May 19, 2021. Presented at Eastern Academy of Management (EAM) conference Symposium on “*Transforming Business Education and Practice through Corporate Social Innovation*.” Conference theme was “Responsible Management, Challenges and Opportunities” held May 19-22, 2021.

August 8, 2020. Transforming Business Education through Sustainable Development Goals and Curriculum Innovation. Designed, coordinated, chaired and presented at PDW, co-sponsored by MED, MSR, ONE Divisions, Academy of Management Virtual Conference.

August 8, 2020. Presentation: “Cultivating the Leadership our Society Needs: Transforming Management Education with the SDGs: Collective Impact for the Global Goals.” Academy of Management Virtual Conference.

August 11, 2019. Chair and Discussant for Discussion Paper Session on “Ethical Managerial Decision-Making” at Academy of Management, Boston, MA.

August 7, 2017. “Reimagining the 21st Century Employment Relationship: Aligning HR & CSR through Employment Policies and Practices in an Interconnected World,” Academy of Management Annual Conference, Atlanta, Ga.

Popular Press Articles:

- 2016 Wirtenberg, J., (2016). “Five Keys to Unlock Human Potential and Solve our Most Intractable Problems,” **Huffington Post**, March 7, 2016.
- 2014 Wirtenberg, J., (2014). “Three Transformative Business Sustainability Trends,” **Stanford Social Innovation Review**, July 10, 2014.
- 2014 Wirtenberg, J. (2014). “Companies That Do Sustainability Right, Make it Mainstream, Not Niche.” **Bloomberg Business Week**, July 1, 2014.
- 2008 Wirtenberg, J. (2008). “Leaving a Legacy: Lead Sustainable Enterprise.” **Leadership Excellence**, November, p.16.
- 2001 Wirtenberg, J. (2001). “Improved ‘People ROI: How to Make it a Reality,” **HR Focus**, July 2001.
- 1981 Wirtenberg, J. (1981). “Sex Equity in American Education”, **Educational Leadership**.
- 1980 Wirtenberg, J. (1980). “Coed Practical Arts,” **American Education**, April 1980.

Government Publications:

- 1981 **Sex Equity in Education**: NIE-Sponsored Projects and Publications, US Department of Education, 1981.
- 1980 **Characters in Textbooks: A Review of the Literature**, US Commission on Civil Rights, 1980.
- 1979 **Fair Textbooks: A Resource Guide**, US Commission on Civil Rights, 1979.

Service & Leadership

Rutgers University Service:

- Elected 3 times to Rutgers University Senate. Participating in Faculty and Personnel Affairs Committee (FPAC) (2019–2025).
 - Led FPAC effort on Student Instructional Rating Survey (SIRS) Reform; recommendations approved (2024).
- Participated in BASF and Borough of East Newark ribbon cutting ceremony to celebrate the opening of the community park along Passaic Riverfront, along with Government Murphy, CEO of BASF and winning team, and Mayor of East Newark. This invitation came from one of the finalists for the CSI Excellence Awards (2025).
- Represented RBS on President Holloway’s Future of Work initiative, participating on Academic and Human Resources Working Groups (2021).
- Served on RBS MBA Policy Committee (2020-2021).
- Led Rutgers UN PRME initiative and authored 4 SIP Reports (2017–present).
 - Hosted 2020 PRME Conference.

- Member, University Sustainability Committee (2016–present).
- Served as practice judge for Hult Prize Competition on “Redesigning Fashion” challenge (2023).
- Served as judge at BMS Student Hackathon competition on “Workplace of the Future to enhance Diversity and Inclusion” (2022).
- Serving as Faculty Advisor to RBS Net Impact Chapter (2022-present).
 - Supported “EN-ROADS” event in 2022 sponsored by Net Impact Chapter featuring MIT Simulation on climate change and CO2 reductions to meet Paris agreement.
- Helped design & edit new journal with student contributions “Writing Heals & Inspires” in collaboration with the Women’s Health Initiative, RWJ Medical School, RWJ/Barnabas Health. First issue, Vol.1.1,1 focused on Ruth Bader Ginsburg, for which I wrote the Introduction and edited student contributions (2020).
- Served as judge in Social Entrepreneurship Enactus Case Competition (2018).
- Served on panel of judges at Women’s Leadership Conference for Mandela Washington Fellows Program, in association with the Civic Leadership Institute and the Business & Entrepreneurship Institute. Rutgers University, New Brunswick, N.J. (2017).

Professional Service:

- Founding Member, NJ Organization Development Learning Community.
- Founder and Leader, OD Collaborative for a Flourishing World (odcfw.org)

Community & Public Service:

- [Organizer of 20+ RICS-hosted conferences and webinars \(3,000+ participants\).](#)
- Founding Director, RICS Corporate Social Innovation Excellence Awards (2025).
- Collaborator with NJ League of Conservation Voters, Newark Science & Sustainability, and RWJ/Barnabas Health.

Consulting

January 12, 2024	Conducted webinar on “Listening: A foundational skill for advancing sustainability.” On Volute education
July 29, 2023	Conducted workshop retreat “Building a Highly Effective Aligned Team at SignNexus. Plainfield, NJ
July 18, 2023	Conducted Teambuilding workshop retreat for Rutgers Student Affairs Marketing Team
May 28, 2022	Designed and delivered workshop “Building a Highly Effective Aligned Team at SignNexus
April 2, 2022	Designed and delivered “Sustainability Workshop” for BMS
March 4 & March 11, 2022	Designed and delivered retreat for KraftyLab
May 27-28, 2021	Designed and ran two virtual day long teambuilding sessions at Cisco Meraki

- 2004 to Present President & CEO, Jeana Wirtenberg & Associates
www.jeanawirtenberg.com
- 2009 to Present President & CEO, Transitioning to Green, LLC
www.transitioningtogreen.com
- 2010 to Present President & Executive Director, Transitioning to Green Foundation (501C3),
www.TTGFoundation.org

Supplemental Education

- 2024 Youth Mental Health First Aid Training Certificate from the Mental Health Association of New Jersey, May 30, 2024.
- 2024 Regenerative Change Navigation Certificate of Completion, Regenerative Change LAB, March 5, 2024
- 2017 & 2019 Rutgers University, Institute for Ethical Leadership/Rutgers Institute for Corporate Social Innovation, Newark, N.J. Corporate Social Responsibility (CSR) Certificate Program
- 1992 Babson University, Babson Park, MA.
 Strategic Human Resources Management Executive Education
- 1987 University of Michigan Business School, Ann Arbor, Michigan
 Business-to-Business Marketing
- 1985 Wharton School of Business, University of Pennsylvania, Finance and Accounting for the Non-Financial Manager, Philadelphia, PA.

Professional Memberships

- 1992 – Present: Academy of Management (Divisions: ONE, HR, ODC, MED, SIM, OB, HCM, DEI).
- 1992 – Present: Human Resources People & Strategy (formerly Human Resources Planning Society).
- 1995 – Present: NJ Organization Development Learning Community (Founding Member).
- 2000 – Present: Society for Human Resource Management (SHRM).
- 2008 – 2016: Sustainability Management Association.
- 2008 – 2020: Morris County Chamber of Commerce.
- 2008 – 2017: New Jersey Chamber of Commerce.

Awards & Honors

- 2025 - Rutgers University to be awarded NJ League of Conservation Voters (NJLCV) coveted Sustainability Award on June 15, 2026, as result of [RICSI and other RU institutes work with NJLCV](#).
- 2023 - Dean's Meritorious Teaching Award, Rutgers Business School
- 2021 - Dean's Meritorious Service Award, Rutgers Business School

- 2001 - New Jersey Association of Women Business Owners (NJAWBO) “Salute to Women Leaders” award (one of ten in New Jersey)
- 1999 - Distinguished Executive Fellow, Center for Human Resource Management Studies, Fairleigh Dickinson University
- 1999 - Tribute to Women and Industry (TWIN) Award
- AT&T Human Resources Excellence Award
 - 1995 for Global HR Transformation
 - 1994 for Strategic Assessment Survey
- 1991 - AT&T HR Rave Award, for recruiting several hundred sales associates, 1990/91
- 1988 - AT&T Council of Leaders Winner, Consumer Products
- 1979 - Dissertation Award (first prize) from Society for Psychological Study of Social Issues
- 1978 - Graduate Woman of the Year Award, Association of Academic Women
- 1975 - Outstanding UCLA Graduate Student Award
- 1972 - Phi Beta Kappa

Institutional Leadership: Rutgers Institute for Corporate Social Innovation

Academic Achievements

2019-present. Designed and introduced “Intro to Corporate Social Innovation” course at MBA and Undergrad level. After running three times, faculty approved MBA course on May 4, 2022, to become permanent MBA elective. Course ran in Fall 2025 for seventh time.

September-December 2024. Designed and delivered 3 credit Independent Study undergraduate course on “The Impact of Extreme Heat and Mental Health in Disadvantaged Communities.”

April 12-13, 2024. Designed and launched the “[RICS Social Venture Challenge](#)” in partnership with Resolution Project. Two winning teams from Rutgers Business School were each awarded \$5000 and Lifetime Mentorships to begin their social ventures.

2020-present. Designed and coordinating Rutgers Stackable Business Innovation (rSBI) Certificate in Corporate Social Innovation.

2023-present. In partnership with School of Public Affairs and Administration (SPAA), designed and coordinating Rutgers Stackable Business Innovation (rSBI) Certificate in Social Entrepreneurship.

Spring 2024. Created and published [Health Equity webpage](#), Launched Community of Practice comprising repository of information on ten RICS health equity initiatives.

RBS Executive Education & Executive MBA Programs

October 9, 2025. Gave invited keynote presentation at the “First National Forum of Education for Sustainable Development (ESD) for EMBA Programmes” sponsored by Dublin City University, Dublin, Ireland.

February 28, 2025. Presented at Dublin City University’s Institute for Research in Business and Society’s first ESG International Research Hub online event.

November 20, 2024. Designed and co-led highly successful Executive MBA session on “[Sustainability-Aligned Leadership & Strategy](#)” for RBS EMBA Immersion visiting Executives from Dublin City University.

April 25, 2024. Designed and co-led Executive Education program “The Circular Economy: Overview, Insights and Opportunities” “at Siemens Financial Services, Iselin, NJ.

Strategic Learning for Sustainability: Climate & Environment.” Designed and delivered highly successful RBS Executive Education program to Atlas Copco client. Held three 1-1/2 hour sessions in 2025 on March 12, June 25, and November 4, 2025., four sessions for 2024 on March 27, June 26, September 26, and December 4, 2024, and six sessions in 2023 on Feb. 3, April 21, June 23, Sept. 29, and Oct 13, 2023 & Dec. 2, 2023.

Grants and Fundraising Summary

Led the design and implementation of:

- Three awarded grants totaling \$775,000
- Nine awarded Corporate Sponsorships totaling \$595,000
- Individual donations totaling \$637,500
- Inaugural Corporate Social Innovation Excellence Awards for \$28,085
- Plus, two grants currently under consideration for \$2,644,700,

Total revenue raised for RICS to date is \$2,035,585. with \$2,655,700 pending.

Grants				
<i>Awarded</i>				
Title	Funding Source	Role	Amount	Duration
Creating a Culture of Health	Robert Wood Johnson Foundation	Co-PI	\$450,000	2 years
Expanding the Impact of Newark Community Food System	Rutgers Equity Alliance for Community Health	Co-PI	\$225,000	2 years (2024-2025)
Expanding Experiential Education and Community Engagement in Service of the Social Determinants of Health in Newark	Rutgers Equity Alliance for Community Health	Co-PI	\$100,000	1 year (2025)
<i>Under Consideration</i>				
Feed NJ Grant	NJ Economic Development Authority	Co-PI	\$119,700 for RICS	2 years
Newark Based Coalition Empowering a Climate Resilient Community through Green Development, Training, Composting, and Zero-Waste Initiatives	EPA	Co-PI	\$2.525 million for RICS	2 years

Corporate Sponsorships

Company	Amount	Duration
Becton, Dickinson, and Co.	\$125,000	2019-2022
Novo Nordisk	\$150,000	2019-2022
Johnson & Johnson	\$150,000	2021-2024
Verizon	\$50,000	2020
Samsung	\$50,000	2020-2021
Merck	\$30,000	2024-2025
Amazon	\$25,000	2021
PwC	\$10,000	2022
FSG	\$5,000	2023

Individual Gifts

Donor Name	Amount
Gary Cohen	\$500,000 and \$125,000 towards an endowment
Larry Ruff	\$12,500

CSI Excellence Awards

Donor Name	Amount
Miscellaneous Corporate and Individuals	\$28,085

RICS Publications

August 30, 2024. Designed and published RICS's Inaugural "[Social Impact Report: 2023-2024.](#)"

White Paper:

May 2021. Wrote 8-page white paper on "Reskilling for the Future of Work" foundational document which was widely disseminated in advance of the June 23rd launch of a multi-sector high level working group, subsequent to the Future of Work Symposium held on March 26th.

Research Report:

2023 Academic Advisor and Editor for research report
The Intersection of Health Equity in Communities & Business Strategy: A Call-to-Action, Omnicom PR Group & Atlantic Insights, September 2023. Organized and presented at Academy of Management Symposium, August 2023.

Rutgers Business School UN Principles for Responsible Management Education (UN PRME) Reports

Led the design and development of four UN Sharing Information on Progress (SIP) Reports as well as RBS 2020 Publication focused on how RBS is supporting the UN Sustainable Development Goals.

2025 Rutgers Business School "[Sharing Information on Progress report 2.0.](#)"

- 2024 Rutgers Business School, “[Sharing Information on Progress \(SIP\) Report to Implement the Principles for Responsible Management Education, January 2024.](#)”
- 2021 Rutgers Business School, “[Sharing Information on Progress \(SIP\) Report to Implement the Principles for Responsible Management Education, November 2021.](#)”
- 2020 [Sustainable Development Goals: Transforming Business Education and Practice](#) (October 2020).
- 2019 Rutgers Business School, “[Sharing Information on Progress \(SIP\) Report to Implement the Principles for Responsible Management Education](#)” November 2019.

RICSI Conferences, Presentations, Symposia & Events

Conferences & Executive Roundtables Hosted and Organized by RICS:

June 26, 2025. Designed and hosted “[Sustainable Living Empowerment Conference – Expanding the Impact of Newark Community Food System](#)” with 165 people registered and 128 participants, including 25 Mandela Fellows from multiple countries throughout Africa.

May 1, 2025. RICS hosted the inaugural Corporate Social Innovation Excellence Awards to recognize outstanding contributions in the field. Recognized 23 finalists and 11 winners. Article appeared on May 14, 2025. [NJBIZ, Rutgers institute honors leaders in corporate social innovation, Jeana Wirtenberg](#)

February 12, 2025. Hosted, organized and spoke at a Virtual ESG Symposium Event with 166 registrants and 86 participants. “[The Epic 2024 Election – What it Means for ESG and Sustainability Careers](#)” highlighted key developments in environmental, social, and governance initiatives with a keynote address and five executive panelists.

June 20, 2024. Designed and hosted “Sustainable Living Empowerment Conference – Branching Communities Together Through Sustainability” with 250 people registered and 114 participants.

December 12, 2023. Hosted and introduced Association of National Advertisers/Center for Brand Purpose Conference sponsored by Rutgers Institute for Corporate Social Innovation, “*Tapping Brand Potential for Social Good.*” Livingston Student Center, Rutgers. Piscataway, NJ.

September 26, 2023. Hosted FSG Health Equity Purpose Studio. Rutgers Business School, Piscataway, NJ.

October 26-29, 2020. 5th PRME NE Virtual Conference. “Sustainable Development Goals: Transforming Business Education and Practice” with over 1000 registrants from 61 countries and 34 states. Designed, coordinated, and hosted this major virtual global conference, co-sponsored by the UN Principles for Responsible Management Education, Rutgers Business School/RICS, and several other universities.

May 20-November 2019. Designed and facilitated Executive Roundtable Series under RWJF Grant “Creating a Culture of Health” on May 20, July 23, and September 17, 2019, in Newark, NJ.

Established 12-person design team and enrolled 35 executives. Wrote concept paper, project plan and final report.

March 1, 2019. "Collective Impact for the Global Goals." Designed, hosted, and facilitated University-wide meeting. Rutgers Business School, Newark, N.J.

April 25, 2018. Sustainable and Equitable Solutions for a Healthy Future. RU Sustainable event. Designed and facilitated University-wide meeting, New Brunswick, N.J.

October 11, 2017. RU Sustainable to the CORE* (*Curriculum, Operations, Research, Engagement). Facilitated University-wide meeting, New Brunswick, N.J.

Keynote Presentations:

April 9, 2024. "Roadmap to What's Coming...Building a Culture for Sustainability," Keynote Speaker at Webinar sponsored by Licensing International.

June 2-4, 2019. "Catalyzing the PRME Movement at Rutgers Business School," PRME NA 5th Regional Meeting, Cleveland, Ohio.

April 5, 2023. "Raising Your Voice: Essential Skills and Support for Women." Presentation at 'Women on the Cutting-Edge Conference,' Rutgers, University.

March 29, 2023. Keynote presentation on "Sustainability in the Flavor & Fragrance industry" to the "Women in Flavor & Fragrance Commerce" association.

April 28, 2022. Presented "Perspectives on the Changing Role of Business," at Financial Women's Association's Webinar on "Actions for Sustainability in your Home, Your Workplace, and Your Community."

November 17, 2021. Gave invited presentation "Reinventing Work for People and a Better, More Sustainable World." American Marketing Association, Rethink Summit.

November 11, 2016. "The Next Generation: Building a Culture for Sustainability," Keynote at *Cleaning Products 2016 Conference*, Washington D.C.

May 4, 2017. "Lessons Learned from Millennials: Attentional, Inspired Seeing," *New Jersey Organizational Development Learning Community, Annual Sharing Day Conference*, Newark, N.J.

October 21, 2016. "Bridging the School to Work Divide through Sustainability Internships," *NJCBAAC Conference*, Edison, N.J.

May 5, 2016. "Leading for Our Future – People, Profit, Planet – and Purpose...A Real World Perspective," *New Jersey Organization Development Learning Community, Annual Sharing Day Conference*, Newark, N.J.

June 15, 2016. "Business Risk & Human Rights Risk: A Common Platform to Consider in Moving Toward Human Capital Development," *Labor, Human Rights and Sustained Company Performance, Skytop Strategies at Bard College*, Annandale-on-the-Hudson.

Conference, Webinar, and Symposium Presentations: *

September 15, 2023. Presentation on Rutgers Institute for Corporate Social Innovation to Rutgers Office for Research.

May 24, 2023. "Introduction to ESG: What it means and why it matters." Johnson & Johnson Onward Sustainability Program Kickoff Session.

Fall 2022. Designed, coordinated, and moderated three-part RICS I Webinar Series followed by blogs with summaries. For each one produced PPT deck, Resource Repositories, and blog summary published on RICS I website. Series included:

- September 9, 2022. "Climate Justice: Advancing Health Equity in the Face of a Changing Climate."
- October 7, 2022. "Health Equity: The role of Business in Building Healthy Communities."
- November 4, 2022. "Shared Prosperity: Leveling the Playing Field through Inclusive Upskilling, Innovation & Entrepreneurship"

March 30, 2022. Introduced and moderated half day webinars on Shared Prosperity at RICS I's Inclusive Impact Summit held March 30-31, 2022.

March 24, 2021. Gave presentation at UN PRME NA Secretariat Conference focused on the PRME NE Conference. Created video excerpt, edited and disseminated 13-minute video summary of conference. May 19, 2021.

October 29, 2020. "Tying Social Innovation to Timely Topics: Data for Good, Future of Work, and Racial Equity." Co-facilitated discussion breakout at 2020 MBA Roundtable Curricular Innovation Symposium: "Building Increased Impact and Purpose into your MBA Program."

November 2, 2018. "Catalyzing the PRME Movement in Rutgers Business School," Fourth PRME Conference, Sustainable Development Goals: Pedagogy, Practice and Policy." Rowan University, Glassboro, N.J.

November 2, 2018. "Generating a Shared Vision for PRME: An Experiential Exercise." Fourth PRME Conference, Sustainable Development Goals: Pedagogy, Practice and Policy." Rowan University, Glassboro, N.J.

May 17, 2017. "CSR as a Career," *Institute for Ethical Leadership Corporate Social Responsibility (CSR) Certificate Program*, Newark, N.J.

September 28, 2016. "CSR as a Career," CSR Certificate Program Fall 2016, *Institute for Ethical Leadership*, Newark, N.J.

Between 2008 and 2016, gave **70+ additional presentations related to publication of two books and sustainability. **

Panelist Presentations:

November 14, 2024. Panelist at "[Building Sustainability Into Business Operations](#)," Panel at Morris County Chamber of Commerce, 2024 Sustainability Breakfast, Park Avenue Club, Florham Park, NJ.

April 11, 2024. “Impact of Hybrid Work on Women’s Careers.” Panel presentation sponsored by CoreNet, Parsippany, New Jersey.

January 24, 2024. Fireside Chat at “Community Voices in Health Equity Summit” at USA TODAY, sponsored by Omnicom PR Group and Black Doctor.org, NYC.

November 3, 2023. Designed and moderated panel on “Aligning Organizational Priorities & Women’s Needs Across Career Stages & Life Cycles,” at Women in Remote and Hybrid Work, Center for Women and Business, Rutgers Business School, Piscataway, NJ.

April 14, 2023. “Values-Driven Business Leadership: A Workshop on ESG in Somerset County,” Presentation on Rutgers Institute for Corporate Social Innovation, Duke Farms, Somerset County.

May 4, 2022. Spoke at Roundtable III: Partnering for Climate Action at Rutgers Climate Convening on “Mobilizing the University for Climate Transformation” New Brunswick, NJ.

September 4, 2019. Panel participant at “Partners with Innovative Solutions with Social Impact” Leadership meeting, Verizon’s Technology and Product Development Group, Verizon Learning Center, The Ridge, Basking Ridge, N.J.

February 27, 2019. “Student Poster Competition and Career Panel.” Facilitated career panel. Sponsored by the Northern and Central New Jersey Chapter of the Air & Waste Management Association and the Department of Environmental Sciences. Cook Campus Center, New Brunswick, N.J.

November 15, 2018. First Annual Innovation & Sustainability Forum: Impact of Corporate Social Innovation. Co-hosted meeting & led panel on “Health & Wellness, Philanthropy & Community Engagement, & Environmental Sustainability.” Sponsored by Morris County Economic Development Corporation & Morris County Chamber of Commerce.

June 29, 2017. Moderator, *Executives’ Association of New Jersey* Panel on Corporate Social Responsibility, Florham Park, N.J.

May 12, 2016. “Panel: Purpose From Within: What are Today’s Employees Seeking From Companies”? Ross Positive Business Conference, Ross Business School, Ann Arbor, Michigan.

Welcome and Closing Conference Remarks:

July 22, 2025. Gave opening remarks at “Enviro Fix in ‘26” Statewide Tour event sponsored by the NJ League of Conservation Voters, Newark, N.J.

June 26, 2025. Gave opening welcome remarks at the Newark Office of Sustainability “Sustainability Unconference” held at the Ruth Bader Ginsburg Hall, Newark, NJ.

April 28, 2019. Gave closing presentation at Women BUILD conference and graduation.

Articles, Media Mentions, and Podcasts

Podcast featuring Jeana Wirtenberg:

August 30, 2024. "[The Business Case for Sustainable Leadership.](#)" Sustainability Ambassador Podcast. Hosted by Collective Responsibility.

Articles by Jeana Wirtenberg:

October 10, 2025. [The Future of Business Education: A turning point for leadership and society toward a more sustainable world.](#) RBS Business Insight by Jeana Wirtenberg.

Summer, 2025. [Transforming Health: RICS I Honors Excellence in Corporate Social Innovation. Part 1.](#) Merck for Mothers. Rutgers Population Health Newsletter, Issue No. 12, pp. 2-3.

Summer, 2024. "[Branching Communities Together through Sustainability,](#)" Rutgers Population Health Newsletter, Issue No. 8, pp.3-4.

Fall 2021 Wrote and published Four-Part Blog Series:

- Oct. 4, 2021. Corporate Social Innovation: [Part 1. Giving Back to Society.](#)
- Oct. 14, 2021. Corporate Social Innovation: [Part 2. Aligning Profit and Purpose.](#)
- Oct. 21, 2021. Corporate Social Innovation: [Part 3. Engaging in Responsible Business Practices: Driving Systemic Change at Scale.](#)
- October 27, 2021. Corporate Social Innovation: [Part 4: Advocating for Social Issues: Galvanizing Corporate Social Activism for a Better Future.](#)

Media Mentions:

May 14, 2025. [NJBIZ, Rutgers institute honors leaders in corporate social innovation, Jeana Wirtenberg](#)

September 24, 2024. [Young alumna turns passion for vintage fashion into sustainable venture](#)

July 1, 2024. [RICS I conference addresses issue of food access in NJ communities](#)

March 8, 2024. [Physician is earning an MBA to broaden her influence in healthcare](#)

February 15, 2024. [Rabin Martin, Community Voices in Health Equity Panel Discussion: Compassionomics, Jeana Wirtenberg](#)

December 6, 2023. "[Conference to showcase how some companies are doing good.](#)" In Rutgers Today.

November 8, 2022. [RICS I Webinar Series: Shared Prosperity: Leveling the Playing Field through Inclusive Upskilling, Innovation & Entrepreneurship](#)

October 17, 2022. [RICS I Webinar Series: Health Equity: The Role of Business in Building Healthy Communities](#)

October 5, 2022. [RICS I Webinar Series: Climate Justice: Advancing Health Equity in the Face of a Changing Climate](#)

October 30, 2020. [Global turnout for Rutgers-hosted PRME Conference on "Transforming Business Education and Practice"](#)

July 23, 2020. [Executive Insights: Leading the Way in Corporate Social Innovation.](#)

October 14, 2020. [Chicago News, United Nations PRME Event Will Focus On Sustainable Development Goals In 2020, Jeana Wirtenberg](#)

March 06, 2020. [NJBIZ, Brain Drain: Out-migration of NJ college grads examined at Rutgers University](#)

September 29, 2019. [Academic leaders show commitment to University Global Compact at Rutgers event](#)

May 9, 2019. [Competition gives students a chance to engage with UN's global goals](#)

March 11, 2019. [NJBIZ. No Conflict, Jeana Wirtenberg](#)

April 05, 2023. [Rutgers Research, Office for Research Hosts Women on the Cutting Edge Conference, Jeana Wirtenberg](#)

January 06, 2022. [INSIDER, 5 ways to build a sustainability-focused work culture that aligns with employee values, Jeana Wirtenberg](#)

February 15, 2019. [AIM2Flourish. Advancing The World of Health](#)

December 02, 2018. [TAPinto.net, The Morris County Economic Development Corporation Hosts Inaugural Event, Jeana Wirtenberg](#)

November 06, 2018. [Morris Town Green, What is the 'Innovation Economy'?, Jeana Wirtenberg](#)

October 30, 2017. [For greater corporate social responsibility impact, smaller companies need to band together, said Jeana Wirtenberg in NJBIZ](#)