

## JEANA WIRTENBERG, Ph. D.

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### **EDUCATION**

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- 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.*

### **SUPPLEMENTAL EDUCATION**

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- 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.

### **ACADEMIC EXPERIENCE**

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- Fall 2022-Present Serving as Advisor to DBA Student focusing on how soft skills impact workplace opportunities for underrepresented groups.
- 2019-2023 Designed and introduced "Intro to Corporate Social Innovation" course at MBA and Undergrad level. After running three times,

faculty approved the course on May 4, 2022 to become permanent MBA elective. Course is now running in Spring 2023 for fourth time.

2020-2021 Designed and coordinating Rutgers Stackable Business Innovation (rSBI) Certificate in Corporate Social Innovation for introduction in 2021.

Sept. 2016 to Present **Rutgers Business School, Rutgers University, Newark & New Brunswick, Associate Professor of Professional Practice, Department of Management & Global Business.**  
Courses Taught: Organizational Behavior in MBA; Introduction to Corporate Social Innovation in MBA & Undergraduate RBS; Management Skills, Women Leading in Business in BUILD program.

July 2018 to Present **Rutgers Institute for Corporate Social Innovation, Newark, Associate Director for Corporate Social Innovation Education.**

2004-2017 **Fairleigh Dickinson University, Madison, NJ**  
Institute for Sustainable Enterprise, Co-Founder & Senior Advisor

2014-Aug. 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.

2014-2016 **Bard College, Annandale-on-Hudson, New York**  
MBA Program in Sustainability, Visiting Lecturer  
Courses Taught: HR/Employees & Organizations

## **PROFESSIONAL MEMBERSHIPS**

1992-Present Academy of Management  
Divisions: ONE, HR, ODC, MED, SIM

1992-Present Human Resources People & Strategy (formerly Human Resources Planning Society)

2000-Present Society for Human Resource Management (SHRM)

2008-Present Sustainability Management Association

2008-2020 Morris County Chamber of Commerce

- 2008-2017 New Jersey Chamber of Commerce
- 1995-Present NJ Organization Development Learning Community (Founding member)
- 2006-Present OD Collaborative for a Flourishing World (Formerly Global Community for the Future of Organization Development). Founding member and leader, Research Committee

## **HONOR SOCIETIES**

- 1972 Phi Beta Kappa

## **AWARDS & ACHIEVEMENTS**

- 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*
- 1995 *AT&T Human Resources Excellence Award*, for *Global HR Transformation*
- 1994 *AT&T Human Resources Excellence Award*, for *Strategic Assessment Survey*
- 1991 *AT&T HR Rave Award*, for recruiting of 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*.

## **PROFESSIONAL EXPERIENCE**

- 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*
- 1996-2004 Public Service Enterprise Group (PSEG)**  
*Human Resources Director: Development, Quality & Organization Effectiveness*
- 1983-1996 AT&T**
- 1992-1996 AT&T HUMAN RESOURCES**

- 1990-1991 *District Manager, HR Professionalism*  
**AT&T Human Resources**  
 Manager, Management Employment/College Relations
- 1988-1990 **AT&T Human Resources**  
 Manager, AT&T Employee Surveys
- 1985-1988 **AT&T Consumer Products**  
 Marketing Manager
- 1983-1984 **American Bell & AT&T Consumer Products**  
 Market Research Manager
- 1979-1983 **National Institute of Education**, Department of Education,  
 Washington, D.C.  
 Research Manager/Team Leader, Social  
 Processes/Women's Research Team
- 1975-1979 **U.S. Commission on Civil Rights, Washington, DC**  
 Office of Research, Social Science Analyst

## **PUBLICATIONS**

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

## RESEARCH REPORT

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

## EDITED SPECIAL ISSUES OF JOURNALS

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

## JOURNAL PUBLICATIONS (PEER-REVIEWED)

- 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**.
- 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.
- 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.

## 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 21<sup>st</sup> 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***, 2<sup>nd</sup> 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.



- 2021 Rutgers Business School, “Sharing Information on Progress (SIP) Report to Implement the Principles for Responsible Management Education, November 2021.  
<https://d30mzt1bxg5llt.cloudfront.net/public/uploads/sip-reports/SIP-Update-Report-10312021.pdf>
- 2020 Sustainable Development Goals: Transforming Business Education and Practice (October 2020).  
[https://www.business.rutgers.edu/sites/default/files/RBS\\_SDG\\_Goals\\_2020\\_Brochure\\_Single-Pages.pdf](https://www.business.rutgers.edu/sites/default/files/RBS_SDG_Goals_2020_Brochure_Single-Pages.pdf). Produced by Dan Stoll, Luke Greeley, and Jeana Wirtenberg.
- 2019 Rutgers Business School, “[Sharing Information on Progress \(SIP\) Report to Implement the Principles for Responsible Management Education](#)” November 2019.

#### 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 Wirtenberg, 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.

#### ARTICLES

**Spring/Fall 2022.** 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>

**January 2022 Media Mention in Business Insider:**

[5 ways to build a sustainability-focused work culture that aligns with employee values](#)

**Fall 2021 Wrote and published Four Blogs:**

- 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.](#)

- 2019            “No Conflict” Article in NJBIZ about the Collective Impact initiative, March 11, 2019.
- 2018            “The Morris County Economic Development Corporation Hosts Inaugural Event.” *Tap Into, Morris County News*. 12/2/2018.
- 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.
- 1996            Wirtenberg, J. (1996). “Eyeing Future HR Concerns,” *Personnel Journal*.
- 1981            Wirtenberg, J. (1981). “Sex Equity in American Education”, *Educational Leadership*.
- 1980            Wirtenberg, J. (1980). “Coed Practical Arts,” *American Education*, April 1980.

- 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.

## **BOOK REVIEWS**

- 1998** **Change Management Bibliography**, published by the New Jersey Human Resource Planning Group, 1998 (contributed to overall design and wrote five book summaries).

## **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.

## **EXECUTIVE EDUCATION AT RUTGERS BUSINESS SCHOOL**

Feb. 3, 2023 & December 2, 2022.

"Strategic Learning for Sustainability: Climate & Environment." Designed and delivered highly successful RBS Executive Education program to Atlas Copco client. Scheduled four sessions for 2023, including Feb. 3, June 23, Sept. 29, and Oct. 27, 2023..

December 2022 to present. At suggestion of head of RBS Executive Education, consulting with Volute.Education as Subject Matter Expert on Sustainability. Designed and delivered inaugural "Sustainability watch party" for Sigma Corporation on December 9, 2022.

October 17-18, 2019. Designed and led panel on "Implementing CSR: Making Changes for the Better" on October 17, and gave closing presentation on "CSR as a Career" on October 18, at Certificate Program, "Corporate Social Responsibility: Championing CSR in Your Company & Your Career," Newark, N.J.

## **CONFERENCE PRESENTATIONS (Selected Recent List)**

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

January 10, 2023. Submitted Symposium Proposal “Strategies and Frameworks for Incorporating Community Perspectives in Health Equity” to the 83<sup>rd</sup> Annual Meeting of the Academy of Management, to be held Aug. 6-8. Very positive interest and awaiting confirmation of acceptance.

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”

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.

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

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

November 17, 2021. “Reinventing Work for People and a Better, More Sustainable World.” American Marketing Association, Rethink Summit.

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.

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.”

October 26-29, 2020. 5<sup>th</sup> 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/RICSI, and several other universities.

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).

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

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.

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.

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

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

June 2-4, 2019. “Catalyzing the PRME Movement at Rutgers Business School,” PRME NA 5<sup>th</sup> Regional Meeting, Cleveland, Ohio.

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

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.

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.

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

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

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

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

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

October 21, 2016. “Bridging the School to Work Divide through Sustainability Internships,” *NJCBA Conference*, Edison, N.J.

September 28, 2016. “CSR as a Career,” CSR Certificate Program Fall 2016, *Institute for Ethical Leadership*, Newark, 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.,.

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,

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,

October 7, 2015. "Bringing It All Home: Recap & Looking Forward," *Commerce and Industry Association of New Jersey (CIANJ), Human Resources Summit: Tackling Issues Confronting New Jersey's Employers*, Bergen County, New Jersey,

October 21, 2015. "Accelerating HR's Role in Sustainability: The Next Big Step," *The 2015 COMMIT!Forum*, New York, NY.

November 5, 2015. "Developing Core Capacity: Case Stories," *Skytop Strategies Integrated Thinking Symposium*, New York, NY.

November 18, 2015. "Building a Culture for Sustainability," *SHRM of Central NJ*,

June 3, 2015. "Workplace of the Future - How to reach new milestones in employee engagement, gamification, educational services and culture shifts." *Sustainable Brands '15*, San Diego, California.

May 7, 2015. "Designing a New Landscape for OD: Introducing a New Model for Co-Creating Organizations that Thrive and Flourish," *NJ Organization Development Learning Community Annual Sharing Day*, Newark, N.J.

March 23, 2015. "The Human Side of Sustainability: Putting People and Communities Into the Equation," *NJ Appleseed: Embedding Sustainable Development & Land Use into Public Policy Panel: It's the Economy Stupid: Private Sector Concerns & How Implementing 'Green' Impacts the Bottom Line*.

March 11, 2015. "Building a Culture for Sustainability: People, Planet, and Profits in a New Green Economy," *SHRM, Morris County Chapter, Morris County, NJ* Program received 1.5 HRCI Business strategic credits.

February 19, 2015. "Engaging Employees' Hearts and Minds in Sustainability" and workshop on "How to Accelerate HR's Role in Sustainability: The Next Big Step!" *GreenBiz Annual Conference*, Scottsdale Arizona.

October 15, 2014. Workshop with Jeremy Hunter on “Mindful Management Practices for Human Flourishing,” *Flourish & Prosper Global Forum for Business as an Agent for World Benefit*. Cleveland, Ohio.

October 16-17, 2014. Co-led Mini design Summit with Chris Laszlo and Bruce Cryer, “Consciousness and Connectedness in the Workplace” *Flourish & Prosper Global Forum for Business as an Agent for World Benefit*, Cleveland, Ohio.

January 15, 2013. “Co-Creating the Future of Organization Development,” Global Community for the Future of OD. Sponsored by *FDU’s Institute for Sustainable Enterprise, and the New Jersey OD Learning Community*, Madison, NJ.

April 18, 2012, 2/15/12 et al. “Explore Career Opportunities in the Emerging Green Economy,” *Neighbors Helping Neighbors*. January 25, 2013 & Right Management, New Jersey.

October 18, 2012. “Sustainability and HR,” *HR Policy Institute’s Annual Conference HR and the Future*, Boston University, Boston, MA.

September 14, 2012. “Sustainability:Unleashing HR’s Contribution.” *i4cp Research Roundtable*, Ft. Lauderdale, Florida.

May 21, 2012. “Transitioning to Green...helping individuals and organizations thrive in the emerging green economy.” *Summit Business & Professional Women*, Summit, NJ.

April 11, 2010. Plenary Session and ran breakout session on “Sufficiency and Sustainability” at the third annual *Global Sufficiency Summit*, sponsored by the *Global Sufficiency Network*, held at MIT, Boston, Massachusetts.

August 8, 2010. Jeana Wirtenberg, Convener & Chair. Panel included: Riane Eisler, Peter Senge, Jay Barney and Jane Dutton, “Creating a Caring Economics: Theory, Research, and Practice”, *All Academy Symposium, Academy of Management*, Montreal, Canada.

April 27, 2010. "Building Bridges to a Green Economy: Discovering and Unleashing HR's Contribution," Presentation at the *33rd annual Global Conference of the Human Resource Planning Society*, San Diego, CA.

January 20, 2010. Platform Presentation on “Transitioning to Green Economy,” *Ethical Culture Society of Bergen County*, Teaneck, NJ.

December 16, 2009. “Transitioning to Green: A World of Possibilities.” Presentation to *American Society for Quality*, New Jersey Chapter. Totowa, N.J.

November 15, 2009. “Inventing Your Future in the New Green Economy.” Workshop held for *Green Noise Seminar Series*, Part 3. Burlington, NJ.



November 5, 2009. "Building a Sustainable Enterprise: Unleashing HR's Contribution." One Day workshop, *Human Resource Planning Society*, Western New England, Farmington, Connecticut

"Transitioning to Green." Various Presentations to Dover, New Brunswick and Somerville, *NJ Professional Services Groups*. November 4 (Dover), October 22 (New Brunswick), June 29 (Somerville) NJ, 2009.

October, 2009. Panel presentation at *Women's Entrepreneurial Expo.*, Florham Park, NJ.

October 22, 2009. *Essex County Green Business Summit Presentation*, Newark, NJ.

October 2, 2009. Presentation at *The Women's Institute at Bergen Community College* Inaugural conference. Essex County, NJ.

September 23, 2009. "Transitioning to Green," Presentation to Right Associates group in transition. Paramus, NJ.

September 16, 2009. Spoke at Georgian Court University at a forum on "Transitioning to Green: A World Of Possibilities." Coverage from the Asbury Park Press, Lakewood, N.J.

August, 2009. Participated in Symposium on "Creating a Sustainable Future: New Thinking, New Models, and New Ways of Action." One of three presentations in a panel chaired by John Ehrenfeld, Ph.D., *Academy of Management*, Chicago, Illinois.

June 11, 2009. "People, Planet and Profits: HR's Role in Building a Sustainable Enterprise." Half day workshop delivered to *Conference Board's HR Research Council*. Manitoba, Canada.

May 28-29, 2009. Led workshop on "Drivers of business leadership and the role of government in setting policy frameworks for success," at *The 10th National Business Leaders Forum on Sustainable Development* at Parliament House, Canberra. The 2009 Forum addressed "Redesigning the Global Economy: Turning Risks into Sustainable Business Opportunities," Canberra, Australia.

May 19-21, 2009. "Jumpstarting The New Green Economy," the 2009 Green Ventures Conference, held at Fairleigh Dickinson University, Madison, NJ. Member of the core team which designed and coordinated the Conference with more than 500 people attending over three days, including multiple presentations and breakout sessions. Served as Master of Ceremonies at the Recognition event recognizing best practice sustainable companies and individual, and designed and led an Action Learning Workshop which launched "Transitioning to Green," [www.transitioningtogreen.com](http://www.transitioningtogreen.com), Madison, NJ

April 27, 2010. Jeana Wirtenberg, Ph.D., Speaker on Sustainability at *Women's Financial Network of New Jersey*, New York, NY.

March 3, 2009. "How to Develop Your Sustainability Strategic Plan," Keynote Presentation in *Executive Summit on Sustainable Business: Tackling a Tough Economy with Sustainability Strategies*, Milwaukee, Wisconsin.

January 22, 2009. "Sustainability: Forging a Path to a Brighter Future," *Women in Flavor & Fragrance Commerce (WFFC)*, Saddlebrook, New Jersey.

January 15, 2010. "HR Leadership and Sustainability Strategy: Missed Opportunity"? Presentation at *Institute for Sustainable Enterprise/Center for Human Resource Management Studies*, Madison, New Jersey.

January 5, 2009, "Transitioning to Green: A World of Possibilities," *Financial Women's Association (FWA) Scholarship Reunion: Sustaining Eco-Savvy Women*, New York, NY.

December 10, 2008. Moderator of Panel Discussion, Hoboken, New Jersey. *Net Impact New Jersey Professional Networking Event*.

November 7, 2008. "Journey to Sustainable Enterprise: When It All Comes Together", *2008 This Way to Sustainability IV, Our Sustainable Future*, CSU, Chico State University, Chico, California.

October 26, 2008. "Journey to Environmental Sustainability: Exploring the many roles of Colleges, Universities, and Campus Bookstores." *Campus Stores Canada (CSC)*, Edmonton, Alberta, Canada.

October 6, 2008. "The Sustainable Enterprise Fieldbook: When It All Comes Together," Enterprise Sustainability Action Team, *ODNofGNY*, Hosted by Pfizer, New York, New York.

October 2, 2008. Introducing "The Sustainable Enterprise Fieldbook: When It All Comes Together," Enterprise Sustainability Action Team, Fairleigh Dickinson University, Madison, New Jersey, Co-sponsored by the *NJ OD Community and the Institute for Sustainable Enterprise*, Madison, New Jersey.

September 20, 2008. "Sustainable Enterprise," *World Shift to Peace Festival, The Coalition for OneVoice*, New York, NY.

September 9, 2008 "Sustainability: Forging a Path to a Brighter Future in Personal Care," *HBA Global Exposition & Educational Conference*, Jacob Javitz Center, New York, NY.

May 1, 2008. "OD Applications in Creating a Sustainable Enterprise," *New Jersey Organization Development Annual Sharing Day (NJOD ASD)*, Enterprise Sustainability Action Team. Newark, New Jersey.

February 5, 2008. "Sustainability: Forging a Path to a Brighter Future." *i4cp's 36<sup>th</sup> Annual Membership Conference*, Tampa, Florida (Keynote).

February 6, 2008. "Green Leadership: Creating Business Value." Interview with Andrew Winston, *American Management Association Webcast*, New York City.

### **Presentations 2007 and selected list of prior presentations**

September 11, 2007. "Sustainability: An Evolving Business Paradigm." *American Management Association Webcast*.

September, 25, 2007. "Sustainability," *New York Human Resource Planning Society*.

April 16, 2007. "HR's Role in Building a Sustainable Enterprise: Insights from Some of the World's Best Companies," Presentation to the *Human Resource Planning Society Annual Conference*, Scottsdale, AZ.

November 17, 2006. "HR's Role in Building a Sustainable Enterprise: Insights from Some of the World's Best Companies," *Institute for Sustainable Enterprise, Fairleigh Dickinson University*, Madison, NJ.

October 24, 2006. "The Role of OD as a Business Partner – Listening to the Customer, Reaching the Customer & Lessons Learned from the Global Committee on the Future of OD (GCFOD) Volunteers," *OD Network Conference*.

January 20, 2006. "Leader Survey Results: Challenges and Opportunities in the For Profit and Non Profit Sectors", *FDU CHRMS Breakfast Seminar* including panel of five HR/OD executives, Madison, NJ.

"Defining the Future of Organization Development," *Executive Development Associates*, February 28, 2006, Atlanta, Georgia; March 28, NYC; July 26, Boston, MA.

April 24, 2006. "Shaping the Future of Business: The Role of Organization Development in Driving Growth and Sustainability," *Association of Internal Management Consultants (AIMC) Annual Conference*.

November 7, 2005. "Leading in the 21<sup>st</sup> Century," *Garden State SHRM*, Monmouth County, New Jersey.

November 3, 2005. "The Future of Organization Development," *Massachusetts Bay OD Learning Group*, Boston, MA.

July 14, 2005. "Building the Sustainable Enterprise: How OD Can Pave the Way," *NJ OD Network*, Newark, NJ.

January 11, 2005. "Building the Sustainable Enterprise for Today and Tomorrow," *Northern New Jersey ASTD*, Totowa, NJ.

Oct. 2004. "The Future of Organization Development," *Fairleigh Dickinson University*, Madison, NJ.

Nov. 2004. "The Future of Organization Development," *Garden State SHRM*, New Jersey.

April 2004. "Strategic People Metrics: The Economic Impact of Employee Workplace Perceptions - Two Case Studies," *Society for Industrial and Organizational Psychology (SIOP)*, Chicago, Illinois.

May 2003. "Employee Satisfaction, Customer Satisfaction, and the Bottom Line," *2003 Conference Board Performance Measurement Conference: The Implications for Business Execution and Strategy*, New York, NY.

October 2002. "Reshaping Leadership and Professional Development at PSEG: Adding Value in a Decentralized Environment," *IQPC Succession Planning and Leadership Development Conference*, Atlanta, GA.

February 2000. "Creating the Future at PSEG: A Journey of Transformation," Keynote address at *Human Resource Institute's Millennium conference*, Ft Lauderdale, FL.

2002. "Creating Effective Change Management Strategies for Different Types of Change: Illustrative Examples," *New Jersey Organization Development Network*, Newark, NJ.

2001. "People ROI: Strategic Approaches to Leading, Managing, and Measuring People Assets," The 2001 *Performance Measurement Conference, Conference Board*, New York, NY.

2001. "*Uncovering PSEG's Core Identity: A Strategic Intervention*," Keynote address at *NJ Organization Development Network Annual Sharing day*, Newark, NJ.

1993. "Managing the Transformation of HR Work at AT&T," *Human Resource Planning Society Annual Conference, Transforming the Way We Work*, Scottsdale, Arizona.

“Managing the Transformation of HR Work at AT&T,”: Also Presented from 1993-1995 at: *Cornell University Graduate Program in HR* (twice), *NJ Human Resource Planning Group*, *Boston HR Planning Group*, *Cleveland HR Planning Group*, *Pitney Bowes Human Resource Forum*, *European Human Resources Forum*, *ABB (in Netherlands)*, and others.

### **Academy of Management**

Participation in the Founding and Facilitation of Academy of Management Practitioner Series: *Academy of Management Annual Conference*, Co-leader *in Scholarship/Practice annual pre-conference workshops*, 1994-2006 (see below).

2006: Sustainable Practice Action Research Community (SPARC) Workshop, Academy of Management, Atlanta, Georgia, August 12-13, 2006

2005: Academy of Management Practitioner Series/Action Research Community Program, Honolulu, Hawaii, August 5-7, 2005.

2004: AoM Practitioner Series and Action Research  
Included action research project: “The Future of Organization Development”

1999-2003: AoM Practitioner Series and Action Research annual pre-conference workshops

1998: Empowering Work/Action Research merges with the Practitioner Series

1997: Preconference: Practitioner Series – Building Effective Bridges Between Academics and Practitioners

1996: Symposium – Practitioner Involvement Dialogue: The Role of Practice and Practitioners in the Academy

1995: Caucus – Scholarship and Practice II

1994: Caucus – Scholarship and Practice I

### **CURRENT/RECENT SERVICE AND PRO BONO WORK (SELECTED LIST):**

#### **Rutgers Service Projects**

Fall 2021. Represented Rutgers Business School on Rutgers President Holloway's Future of Work initiative, participating on Academic Affairs and Human Resources Working Groups.

November 2020. Served on ad hoc committee on Social Responsibility at RBS team.

September 2020 to June 2021: Selected by Dean Lei to serve on RBS MBA Policy Committee.

September 2019 to Present: Elected to Rutgers Senate. Participating on Faculty and Personnel Affairs Committee

2017 to Present: Leading Principles for Responsible Management Education (PRME) initiative of the UN Global Compact, for Rutgers Business School. Led initiative and produced first and second Sharing Information on Progress Report, November 1, 2019 and November 1, 2021. Also see 2020 Conference and just released report.

Fall 2018 RBS PRME Faculty & Staff Survey. Designed, analyzed, wrote report and presented at Faculty meeting (December 2018) on the findings and recommendations of first RBS PRME Survey on the 17 Sustainable Development Goals.

2016 to Present: Actively participating on Rutgers University Sustainability Committee representing Rutgers Business School.

### **Other Professional Activities and Service**

January 21, 2023. Served as practice judge for Hult Prize 2023 Competition on "Redesigning Fashion" challenge to be held on February 11, 2023.

October 8, 2022. Served as judge at BMS Student Hackathon competition on "Workplace of the Future to enhance Diversity and Inclusion."

2022 to present. Serving as Advisor to RBS Net Impact Chapter. Supported "EN-ROADS" event held Nov. 11, 2022 sponsored by the Net Impact Chapter featuring MIT Simulation on climate change and CO2 reductions to meet Paris agreement.

2020 Helped design and edited new journal "***Writing Heals & Inspires***" in collaboration with the Women's Health Initiative, RWJ Medical School, RWJ/Barnabas Health. First issue Vol. 1.1 focused on Ruth Bader Ginsburg, for which I wrote the Introduction. \*

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 23<sup>rd</sup> launch of a multi-sector high level working group, subsequent to the Future of Work Symposium held on March 26<sup>th</sup>.

December 1, 2018. Judge in Social Entrepreneurship Enactus Case Competition, NB, NJ.

Jan. 2017-Present Leader, The Human and Business Side of Sustainability Subcommittee, Morris County Chamber of Commerce Sustainability Committee.

July 11, 2017 Panel of Judges, 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 Volunteer article editor for Sage Open Article.

2014-2015 Business Alliance for the Future. Team leader for “New Business Narratives” team.

2006 to 2015 Human Resource Planning Journal, Publications Committee, Articles editor for Organization Effectiveness area, Human Resource Planning Society. Now called *HR People & Strategy Journal*,

2004-Present Global Committee on the Future of OD: Leadership Team; Team Leader, Research Team, 2003 to present. Now called “*OD Collaborative for a Flourishing World*” (ODCFW). Also Team Leader of *Enterprise Sustainability Action Team* launched 10/17/05 (29 practitioners/academics who collaborated on Sustainable Enterprise Fieldbook, Living Fieldbook, and working ongoingly on various initiatives to support Sustainable Enterprise and human side of sustainability).

2002 Chair of *NJ BEST Commission - Management Training and Development* to revamp training and development for the State of New Jersey under Governor McGreevey.

2002 At the request of the Chairman of the Board, successfully completed change management initiative working with CEO of *Liberty Science Center*, major non-profit organization in New Jersey to reinvent itself and create a new direction for the future,

1998-2004 *Integrity, Inc.* (Drug and Alcohol Rehabilitation Center) Chair of Personnel Committee and Member, Board of Trustees, Newark, N.J.

1998 to 2004 *Center for Human Resource Management Studies, Fairleigh Dickinson University* Board Member and Corporate Partner,

1998 to 2005. *The Academy of Management Executive*, Executive Advisory Panel.

## **CONSULTING**

**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, and March 11, 2022.** **Designed and delivered retreat for KraftyLab.**

**2004 to Present**      **President & CEO, Jeana Wirtenberg & Associates**  
[www.jeanawirtenberg.com](http://www.jeanawirtenberg.com)

**2009 to Present**      **President & CEO, Transitioning to Green, LLC**  
[www.transitioningtogreen.com](http://www.transitioningtogreen.com)

**2010 to Present**      **President & Executive Director, Transitioning to Green Foundation (501C3),** [www.TTGFoundation.org](http://www.TTGFoundation.org)