

# **Richard Brubaker**

**Adjunct Professor of Management, Sustainability and Responsible Leadership at China Europe International Business School**

China, , CN

Sustainability. Leadership. Innovation.

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## **Description**

Driven by the belief that change begins with a single step, Richard Brubaker has spent the last 10 years in Asia working to engage, inspire, and equip those around him to take their first step.

Acting as a catalyst to driving sustainability, to bring about the changes in leadership and business models, and to recalibrate old models so that new opportunities can be captured, Brubaker's work is centered around building foundations of knowledge, understanding core issues, engaging stakeholder, and doing what it takes to move forward.

Currently, as the Managing Director of Collective Responsibility and a Visiting Professor of Sustainability at the China Europe International Business School (CEIBS), Richard is focused on building platforms that promote long term organizational capacity to address the economic, environmental, and social hurdles that China faces as the country's economic growth accelerates.

To date, Brubaker has overseen the development and execution of more than 200 projects focused on solving the social, environmental, and economic challenges that are faced in Asia

Rich frequently speaks on issues of social innovation & entrepreneurship, sustainability, corporate social responsibility, and leadership, and has been interviewed by more than 50 media outlets, including: CNN, CNBC, BBC, New York Times, Financial Times, China Economic Review, Inc., Fast Company, and International Herald Tribune, and he is regularly invited to speak at leadership, social innovation, and sustainability focused conferences.

Richard holds a Masters in International Management from the Thunderbird School of Global Management, and serves as the Vice Chairman of the Corporate Social Responsibility Committee of the American Chamber of Commerce in Shanghai.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Corporate Training

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## **Industry Expertise**

Management Consulting

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## Topics

Sustainability, Corporate Social Responsibility, Leadership

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## Affiliations

American Chamber of Commerce - Vice Chairman, Thunderbird Global Council - APAC Representative, Thunderbird International Business Review - Advisor, British Chamber of Commerce - Committee Member

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## Sample Talks

### Beyond Business as Usual

This Presentation has been delivered in Asia to MBA and EMBA, as well as senior executives in two of the world's largest service firms.

Key questions addressed are:

Can conventional "Business as Usual" practice guarantee your business success? How can we capture the growing opportunity for doing "good business", which means not only achieving your business objectives, but also contributing to social missions, sustainability and environmental preservation?

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## Past Talks

### Beyond Business As Usual

The Opportunities for Beyond Business As Usual

### China's Movement Towards Clean Energy, sustainability and 21st Century Urbanization

UC Irvine MBA

### The Power of One Person to Make a Difference

TEDx Wanchai

### LOHAS in China

2012 LOHAS Forum

### Social Entrepreneurship and Technology

Forum on Innovation and Entrepreneurship under International Strategic Technology Alliance

### Sustainability in China. Opportunity and Threat

Thunderbird Executive MBA China Tour

### Engaging Employees thorough Volunteerism

Shanghai British Chamber of Commerce

**Responsible Leadership of the Corporation , Product Stewardship**  
Solvay Global Public Affairs Network Conference 2011

**China's Green Markets**  
Eco Lifestyles 2011 Forum

**How to Build a Sustainable Business in China**  
British Chamber of Commerce

**Sustainability in China**  
Oliver Wyman (Marsh & McLennan Companies)

**The Power of One**  
Global Young Leaders Conference

**Supporting Social Entrepreneurs in China**  
YPO Regional Conference

**Sustainability, China, and the Corporate Response**  
Brunswick Group

**Food Traceability in China**  
From Farm to Fork

**Social Innovation as a Sustainable Business Model**  
EMBA Lecture

**From Ideas to Impact: Approaches to Implementing Social Innovation,**  
AMCHAM Shanghai CSR conference

**Food Safety & Health in China**  
2012 Bayer-Tongji-UNEP Sustainable Development Conference

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## **Education**

**Thunderbird School of Global Management**  
Master's of International Management Supply Chain

**University of Missouri-Columbia, College of Business**  
Bachelor of Business Administration (B.B.A.) Finance and Economics

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## **Testimonials**

### **Ted Ning**

Richard was brought in to provide insights into the Chinese market for the LOHAS Forum and not only delivered an informative presentation but astounded the audience with the depth of knowledge on the subtle details and intricacies of China's sustainability issues. If anyone is interested in understanding China's green policies I would highly recommend Richard

### **Kenzie L. Kwong**

Richard has hosted many of our visits, leading discussions with our participants who are often global CEOs and Board of Directors. Without exception, the feedback has been most positive. Conversations with Richard are always engaging, thought-provoking, with a touch of dry humor. His information is relevant, current, and well researched. Since participants of our program are not only senior but also from diverse background, their questions could come from all directions. Richard is comfortable working with the question itself as well as the embedded meaning or assumptions.

I have no reservation to support Richard as a speaker to senior, global leaders.

### **Lauren Wylie**

We invited Richard to speak to employees at our corporate office in New York about CSR & Sustainability in China. We had a great turn-out, and the presentation exceeded my expectations. Richard did an excellent job of giving us an overview of the wide variety of challenges facing China today. The discussion that followed with audience members from New York as well as some who were visiting from our China offices was excellent, since Richard was able to speak to virtually every topic that came up. His breadth of knowledge is impressive.

### **Matt Castrina**

Rich Brubaker is a positive role model, an engaging speaker, a genuine motivator. In July, 2011, Rich served as the closing keynote speaker to our international audience of students of the Global Young Leaders Conference (GYLC). His presentation was the perfect closure to GYLC's 10-day conference experience in China. Touching on topics of leadership, sustainability and responsibility, Rich had a candid and thoughtful conversation with GYLC as he shared his experiences, his successes and his challenges at different stages of his life. His canny ability to talk with the students, rather than to the students, was immediately evident as dozens and dozens of students stood to pose questions, ask for advice and provide additional comments. Rich i

### **Brian Ng**

Richard Brubaker knows how to tell a story. With an inspiring and informative speech, Richard was able to effectively bring clarity to the field of social entrepreneurship and the role he and many other passionate creatives play in this dynamic field. As a modern social entrepreneur himself, Richard was able to connect to an international audience and provide sound advice and direction to students ready and willing to challenge the status quo and tackle today's most pressing problems.

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