

## About the authors\*

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**Katrin Muff** (DBA) has been Dean of Business School Lausanne (BSL), Switzerland, since 2008 ([www.bsl-lausanne.ch](http://www.bsl-lausanne.ch)). She obtained both her doctorate and her MBA from BSL. Under her leadership, the school has expanded its vision from a focus on entrepreneurship to also embrace responsibility and sustainability into a three-pillar vision for both education and applied research. She previously worked for Schindler in Switzerland and Australia, for Alcoa in business development, for M&A in Switzerland and the United States, and as General Manager of their first Russian manufacturing plant in Moscow. After her position as Director, Strategic Planning EMEA of IAMS Pet Food (a division of Procter & Gamble, in the Netherlands), she co-founded Yupango, a coaching consultancy dedicated to developing start-up companies and training management teams.

**Thomas Dyllick** (Dr. oec. HSG) is a Professor of Sustainability Management, and Managing Director of the Institute for Economy and the Environment, at University of St. Gallen, Switzerland ([www.iwoe.unisg.ch](http://www.iwoe.unisg.ch)). He currently serves as University Delegate for Responsibility and Sustainability ([www.sustainability.unisg.ch](http://www.sustainability.unisg.ch)). He was vice-president in charge of teaching and quality development from 2003 to 2011, and dean of the University of St. Gallen's Management Department between 2001 and 2003. He is the author of several books and many publications in the fields of corporate sustainability, sustainable development, and management education; he serves on a number of boards.

**Mark Drewell** MA (OXON), FRSA is the CEO of the Globally Responsible Leadership Initiative, a worldwide partnership of companies and business schools taking action to develop the next generation of globally responsible leaders ([www.grli.org](http://www.grli.org)). Born in the UK, he studied Philosophy, Politics and Economics at Oxford University and spent 20 years working in South Africa with the international, diversified, industrial company Barloworld Limited – where he headed Corporate Affairs, Investor Relations and

\* For further correspondence with the authors and 50+20 please write to [50plus20@grli.org](mailto:50plus20@grli.org).

Group Marketing and led the company's move into sustainability. His contributions to society include having chaired the boards of The World's Children's Prize for the Rights of the Child and the Endangered Wildlife Trust. He is a frequent public speaker.

**John North** is a next generation integrational entrepreneur, operating across the boundaries of society, business and academia. An MBA graduate, who created 2 online businesses during his undergraduate degree, he worked as an international strategy consultant advising Fortune 500 companies and was the founding head of Accenture's sustainability practice in Ireland. His passion to make a difference in his home country brought him back to South Africa in 2009, where he combines local work as the senior advisor to the Albert Luthuli Centre for Responsible Leadership, University of Pretoria ([www.up.ac.za/crl](http://www.up.ac.za/crl)) and an international role as Project Head of the Brussels-based, UN-backed Globally Responsible Leadership Initiative. In the latter role he is focussed on a series of implementation projects of the 50+20 Agenda of management education in service of society ([50plus20.org](http://50plus20.org)).

**Paul Shrivastava** (PhD) is the David O'Brien Distinguished Professor of Sustainable Enterprise at the John Molson School of Business, Concordia University, Montreal ([johnmolson.concordia.ca/sustainable](http://johnmolson.concordia.ca/sustainable)). He also serves as Senior Advisor on sustainability at Bucknell University and the Indian Institute of Management-Shillong, India. In addition, he serves on the Board of Trustees of DeSales University, Allentown, Pennsylvania. He also leads the International Research Chair in Art and Sustainable Enterprise at ICN Business School, Nancy, France. In these roles he combines scientific and artistic approaches to sustainable development.

**Jonas Haertle** is Head of the Principles for Responsible Management Education (PRME) secretariat of the United Nations Global Compact Office ([www.unprme.org](http://www.unprme.org)). Previously, he was the coordinator of the UN Global Compact's Local Networks in Latin America, Africa and the Middle East. Prior to joining the United Nations, Jonas worked as a research analyst for the German public broadcasting service Norddeutscher Rundfunk. He holds a master's degree in European Studies from Hamburg University, Germany. As a Fulbright scholar, he also attained an MSc degree in Global Affairs from Rutgers University in the USA.

\* For further correspondence with the authors and 50+20 please write to [50plus20@grli.org](mailto:50plus20@grli.org).