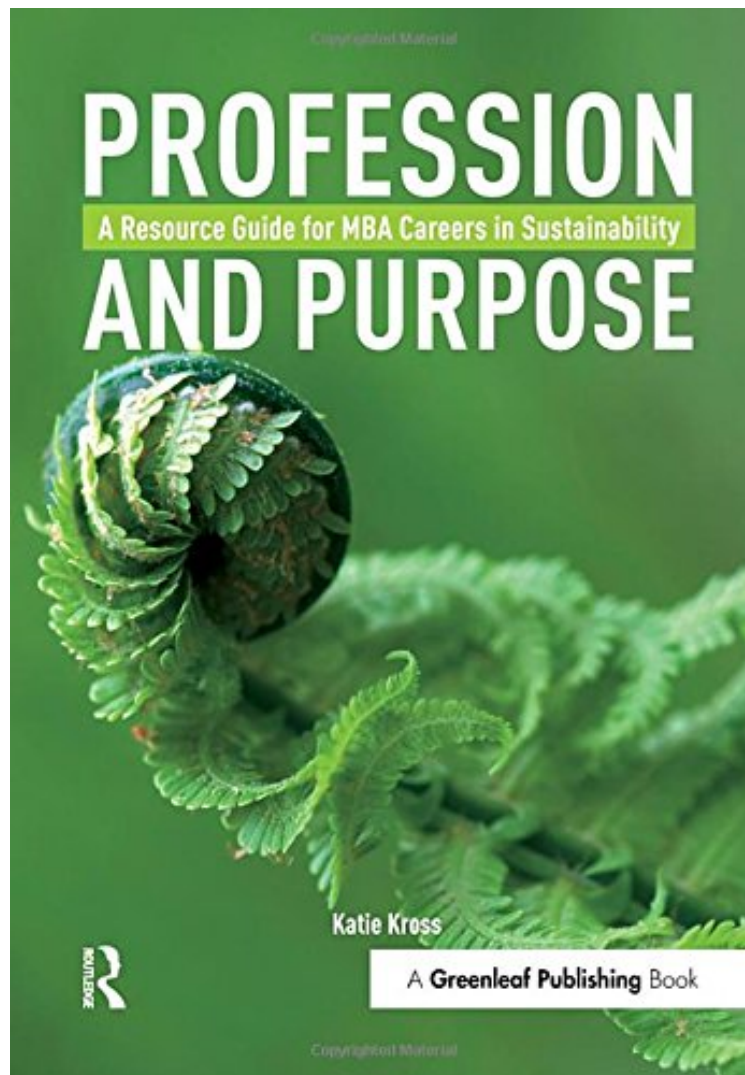


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# Profession and Purpose: A Resource Guide for MBA Careers in Sustainability

*Katie Kross*

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**Katie Kross : Profession and Purpose: A Resource Guide for MBA Careers in Sustainability** before purchasing it in order to gage whether or not it would be worth my time, and all praised Profession and Purpose: A Resource Guide for MBA Careers in Sustainability:

1 of 1 people found the following review helpful. Go-to-guide for anyone interested in a career in sustainabilityBy USChumpKatie's book is a 'tour de force', a clear roadmap of the field of sustainability and of the resources currently available to those interested in futher investigating or pursuing careers in sustainability. Clear, concise, and organized by the traditional MBA functions business professionals will readily recognize, this book is on its way to become a

milestone in sustainability careers! As a career coach for MBAs with 5 years experience in coaching professionals interested in blending financial return with social impact and environmental responsibility, I am referring back to 'Profession and Purpose' daily! This has become my go-to-guide that enables me to connect students and alumni with resources faster. 'Profession and Purpose' is a unique resource to accelerate students' and alumni's learning as they design and implement strategies to reach their career goals within the field of sustainability across the private, public and non-profit sectors. Thank you Katie for this amazing book!

0 of 0 people found the following review helpful. Most Important Resource for Careers in Sustainability By klove4u As an MBA career services advisor in social value creation, this was the first book recommended to me by a colleague and I must say it is literally the "must have guide" for those interested in this sector. It's easy to read, offers profiles and career paths, testimonies and a plethora of phenomenal resources. I have been recommending it to my students and anyone else who may benefit. I carry it with me and refer to it often because it is truly the most valuable guide that I've seen in a long time. Anyone interested in social value/csr/sustainability (or any of the other names for the sector) will be extremely pleased with the content in this book.

0 of 0 people found the following review helpful. Essential Resource for a Very Niche Subject By TouristI will soon be attending Johnson Cornell as an MBA candidate. I wanted to understand how I could focus my passion for sustainability into a viable post-MBA career. Whether you're new to sustainability or have expertise in the subject, this book will serve as an invaluable resource.

Sustainability holds the promise of an exciting new approach to business one in which business goals are aligned with social and environmental goals. Multinational corporations are recognizing that we live in an increasingly resource-constrained world, and that more accountability for corporate social and environmental impacts will accrue to them. More importantly, forward-thinking executives understand that sustainability can present new opportunities for competitive advantage whether that is by reducing costs, minimizing risk, appealing to increasingly conscientious customers, or reaching new markets entirely. With the growth of this field comes a host of interesting new career opportunities for MBAs. As companies are grappling with challenges like how to develop social return on investment (SROI) metrics or understand the potential impact of corporate carbon footprints on stock prices, there are new opportunities for the next generation of managers managers who are not only trained in traditional MBA fundamentals but also grounded in an understanding of the multifaceted social and environmental challenges facing 21st-century global business leaders. Entirely new career paths are opening to MBAs interested in sustainability: sustainable venture capital, green marketing, corporate social responsibility management, carbon credit trading, and sustainability consulting, to name a few. Perhaps even more than corporate executives, MBA students understand this trend. The next generation of managers can see that the future of business will require a new set of skills and responsibilities. Between 2003 and 2008, membership in Net Impact, the global organization for MBAs and business professionals interested in sustainability, increased more than fourfold. By March 2009, over 130 business schools had a Net Impact chapter. Around the world, MBA students realize that a different model will be required for businesses in the coming decades. The career paths that fall under the broad umbrella of "sustainability" are as diverse as the MBA students themselves. One student may be interested in social entrepreneurship in West Africa, and the next will be seeking advice about clean-tech venture capital careers in Silicon Valley; a third will be interested in greening global supply chains. Corporate social responsibility, sustainable product marketing, microfinance, green real estate development, renewable energy, and other interests all likewise fall under the sustainability umbrella at times. Because of this diversity, it is often hard for business schools' career management centers to address sustainability-related career options in a comprehensive way. Many sustainability-related companies and nonprofits are not accustomed to on-campus recruiting. Others have not historically hired MBAs at all. MBA students and alumni interested in sustainability careers are often left to navigate their own internship and job search paths. And, often, they struggle. Profession and Purpose has been written to address this urgent need. Whether you are focused on an off-campus search or participating in the on-campus recruiting process, there are a host of sustainability-specific career resources you should know about. You'll need to be well versed in sustainability news and trends, and network at the right events, conferences, and company presentations. You also need to know about industry- and discipline-specific websites that post sustainability jobs for positions with titles like Corporate Social Responsibility Manager, Socially Responsible Investing Analyst, and Renewable Energy Market Analyst. Through hundreds of conversations with MBA students, professionals, and recruiters, as well as her own personal experience, the author has compiled the key job search resources and tips for MBAs interested in sustainability careers. The book provides ideas for researching companies, making the most of your networking, identifying job and internship openings, and preparing for interviews. No matter what stage of your MBA career search process you're in, this book will help you better understand your career options in the many fields of sustainability, direct you to the best resources and help you to fine-tune your sustainability job search strategy. It's the sustainability career coach MBAs have been waiting for.

The opportunity for MBAs to make a real difference in the world through careers in sustainability is tremendous. Profession and Purpose is an essential resource for connecting MBA students and graduates with careers that will

literally reinvent the way business is done in the future. --Hunter Lovins, co-author of *Natural Capitalism: Creating the Next Industrial Revolution*; Founding Faculty, Presidio Graduate School

Now, more than ever, we need smart MBA graduates working on the front lines of sustainability. In all industry sectors, in all company departments, we need professionals working to make business greener, smarter, and more innovative. *Profession and Purpose* maps out specific sustainability career options and offers practical advice on getting there. It is a great resource for MBAs who want to marry business acumen with their commitment to the environment. --Andrew Winston, MBA, author of *Green Recovery* and co-author of *Green to Gold*

There is no such thing as a typical career path in sustainability. For MBA students, who increasingly want a career that reflects their values, *Profession and Purpose* will be an essential resource. It addresses the complexity of the field through a concise yet comprehensive how-to-do-it approach that should lead many future leaders to key roles in responsible business. --Liz Maw, Executive Director, Net Impact

About the Author

Katie Kross is a sustainability career coach, MBA student advisor, and business school administrator. She has directed sustainability programs for the Corporate Sustainability Initiative at Duke's Fuqua School of Business and the Center for Sustainable Enterprise at the University of North Carolina's Kenan-Flagler Business School. An MBA graduate herself, she has developed and managed extensive career support programs for students interested in sustainability and counseled hundreds of individual students and alumni on their career paths. She has also served on the boards of the U.S. Partnership for Education for Sustainable Development and the Triangle, North Carolina professional chapter of Net Impact.