Corporate Accountability Campaign Guest Lecturers

Introduction: In the process of writing *Reining in the Bulls*, Michael Marx conducted several interviews with activists who have led corporate accountability campaigns. Many of those interviews were recorded. Some were not. What follows is a list of potential lecturers (either pro-bono or for a fee) that have indicated a willingness to speak virtually (or in person) to classes on Corporate Accountability Campaigns. There is also a list of potential guest speakers that we are contacting to determine their availability. Their contact information will be added along with confirmation of their availability and conditions. We will be constantly updating this list.

Confirmed speakers:

Name: Michael Marx
Position: Author, Reining in the Bulls
Organization: Corporate Ethics International
Email: mmarx@corpethics.org
Topics: Any of the chapters in the book. Campaigns he helped to lead including Mitsubishi Corporate Boycott (Rainforest), The Home Depot Campaign (Great Bear Rainforest), Walmart Big Box Campaign, Tar Sands Campaign (Keystone XL in the U.S.), Uber-Lyft Electrification by 2030.
Pro-bono or fee: Pro-bono if no major prep required. Otherwise, a fee TBD.

Name: Kathy Mulvey
Position: Program Director, Fossil Fuel Accountability
Organization: Union of Concerned Scientists
Email: KMulvey@ucs.org
Topic(s) you could address: consumer boycotts; litigation; shareholder and investor advocacy; corporate transparency and accountability legislation at state, federal, and international levels; human rights due diligence standards; current campaigning for fossil fuel accountability and to make polluters pay; campaigns challenging Big Tobacco, corporate control of water, corporate control of the food system, the military-industrial complex

Name: Dan Howells
Position: Climate Campaigns Director
Organization: Green America
Email: dhowells@greenamerica.org
Topics you could address: Most things corporate campaigns. Not an issue expert necessarily but can talk campaigns specifically.
Pro-bono or fee (if fee, specify) Pro-bono

Name: Stacy Malkan
Position: author of Not Just a Pretty Face: The Ugly Side of the Beauty Industry" - co-founder and editor at U.S. Right to Know
Organization: U.S. Right to Know, nonprofit newsroom and public health research group investigating corporate wrongdoing and government failures that harm health
Email: stacy@usrtk.org
Topics you could address: toxic exposures and harms to health, pesticides and food systems, toxic cosmetics and personal care products, the rise of MAHA and current political dynamics - see my recent reporting: https://usrtk.org/people/stacymalkan/
fees - None (unless travel is involved)

Name: Mike Schade
Position: Senior Director of Programs and Strategy
Organization: Toxic-Free Future
Email: Mschade@toxicfreefuture.org
Topics you could address: Corporate campaigns targeting retailers and brands around toxic chemicals and plastics. Examples of and lessons learned from successful campaigns. How such campaigns can align with state and federal policy reform.
Pro-bono or fee (if fee, specify) Fee, negotiable

Name: Glenn Hurowitz
Position: Founder and CEO
Organization: Mighty Earth
Email: glenn@mightyearth.org
Topics you could address: Protecting nature, decarbonization, transforming industries, campaigns
Pro-bono or fee (if fee, specify): pro bono + beer

Name: Leslie Samuelrich
Position: President
Organization: Green Century (and former Chief of Staff for Corporate Accountability)
Email: lsamuelrich@greencentury.com
Topics you could address: Shareholder engagement and advocacy as an investor; shareholder resolution process; effective use of coalition partners; array of environmental issues
Pro-bono or fee (if fee, specify) Pro bono

Name: Annie Sanders
Position: Director of Shareholder Advocacy
Organization: Green Century Capital Management
Email: asanders@greencentury.com
Topics you could address: shareholder advocacy, various & sundry outside game tactics
Pro-bono or fee (if fee, specify): Pro bono

Name: Kenny Bruno
Position: Senior Advisor
Organization: Cloud Mountain Foundation
Email: kennyb086@gmail.com
Topics you could address: The relationship of the business sector and government; a history of the Tar Sands KXL Campaign; toxics and climate campaigns.
Pro-bono or fee (if fee, specify): $200-300

Name: Jim Ace
Position title: Senior Campaigner and Actions Manager
Organization: Stand.earth
Email Address: JimAce@Stand.earth
Topics you could address: Corporate Campaign Strategy, Action Strategy & Design, Corporate Engagement, Nonviolent Direct Action, Creative Confrontation, Action Media, Action Comms, Organizing, etc…
Pro-bono or fee (if fee, specify): A fee is nice but willing to consider pro-bono depending on time and distance and context and availability.

Name: Todd Paglia
Position: CEO
Organization: Stand.earth
Email: todd@stand.earth
Topics you could address: campaign strategy, negotiations
Pro-bono or fee (if fee, specify) honorarium welcome but not required

Name: Jennifer Krill
Position: Executive Director
Organization: Earthworks
Email: jkrill@earthworks.org
Topics you could address: Campaigns and organizing around mining and oil and gas extraction. No Dirty Gold, Ditch Ocean Dumping, Make Clean Energy Clean, Just and Equitable, Break Free From Plastics are a few examples. Various efforts to target financing of oil, gas and petrochemical projects.
Pro-bono or fee (if fee, specify): Pro-bono

Name: Jordan Ash
Position: Housing Campaign and Research Director
Organization: Private Equity Stakeholder Project
Email: jordan.ash@pestakeholder.org
Topics you could address: Pension funds and private equity
Pro-bono or fee (if fee, specify) $100

Name: Janet Nudelman
Position: Sr. Director of Program and Policy
Organization: Breast Cancer Prevention Partners
Email: janet@bcpp.org
Topics you could address: Lessons learned from 25+ years of corporate campaigning against J&J, P&G, L'Oreal, Revlon and other cosmetics industry multinationals; Campbell's Soup and more!
Pro-bono or fee (if fee, specify): Negotiable

Name: Ari Rubenstein
Position: Communications Director
Organization: Corporate Accountability (corporateaccountability.org)
Email: arubenstein@corporateaccountability.org
Topics you could address: The role of the corporation in society & how it operates; fundamentals of corporate campaigning; corporate campaign case studies; introduction to framing and messaging / the role of communications in social change campaigns; specific campaigning, comms, and grassroots organizing skills (e.g., writing for campaigns, petitioning/tabling, building volunteer leadership…)
Pro-bono or fee (if fee, specify): sliding scale, including pro-bono.

Name: Wendy Wendlandt
Position: President
Organization: Environmental America
Email: wendy.wendlandt@environmentamerica.org
Topic(s) you could address: organizing, coalition building, strategy & tactics for environmental campaigns, corporate campaigns, non-profits
Pro-bono or fee (if fee, specify): Pro bono

Name: Michael Khoo
Position: Co-Founder and policy co-chair Climate Action Against Disinformation, Co-CEO, UpShift Strategies
Organizations: Climate Action Against Disinformation; Upshift Strategies
Email: michael@upshiftstrategies.com
Topics you could address: Disinformation, tech companies, corporate campaigns, communications policy, communications advocacy
Pro-bono or fee (if fee, specify): n/a

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Some of the Speakers Being Recruited

Name: Tzeporah Berman
Position: Campaign Director
Organization: Stand.earth
Topics she could address: Great Bear Rainforest Campaign, Victoria Secrets Campaign, Fossil Fuel Infrastructure Ban Treaty, effective management of the media.

Name: Liz Butler
Position: Director
Organization: Movement Catalyst
Topics she could address: How to build movements, corporate campaigns, recruiting and organizing allies, organizing national days of action, legislative campaigns, strategic planning, power mapping.

Name: Rashad Robinson
Position: Civil Rights Leader, Former E.D.
Organization: Formerly Color of Change
Topics he could address: Cancel advertising for the Glenn Beck Show Campaign by Color of Change, organizing demonstrations, building movements, working with NGOs representing communities of color.

Name: Mike Brune
Position: Former E.D.
Organization: Rainforest Action Network and Sierra Club
Topics he could address: climate policy, climate campaigns, The Home Depot Campaign (Rainforest), the Citibank campaign (rainforests)

Name: Andy Behar
Position: President
Organization: As You Sow
Topics he could address: Shareholder resolution process, ESG shareholder efforts, DEI shareholder efforts, Conservative state backlash to ESG and DEI, The changes to shareholder resolution process under Trump