

**Senior Leader in Corporate Responsibility / Sustainability**  
*Triple-bottom-line operations experience with a commitment to growing sales  
and profitability through progressive business management*

**SUMMARY**

*Experienced corporate social responsibility executive; driven by integrity and strong ethical principles. A confident leader with a passion for sustainability and business improvement through innovative green initiatives. A consistent commitment to minimizing environmental impacts to enhance growth and profitability – “Green-washing” is for pretenders. Effective in orchestrating change using systems thinking. Strong team player and leader; inspires and challenges others to achieve their potential.*

**AREAS OF EXPERTISE**

- Corporate Social Responsibility (CSR)
- Sustainability and Quality
- Community Engagement
- Board and Team Leadership
- Communications
- Strategic Planning and Integration
- Business Ethics
- Systems Thinking

**CAPABILITIES**

**Sustainability & Corporate Responsibility**

- Embedded CSR into the cultures of manufacturing to service firms; leadership to supply chain engagement.
- Seven years of triple-bottom-line (Economic/Social/Environmental) manufacturing operations experience.
- Experienced in lean/kaizen operations; finding methods to reduce, reuse, recycle, rethink, and repurpose everything from raw materials to reusable, interchangeable components to modular/reusable packaging.
- Speaker and writer on how green business is smart business: highlighting opportunities in sustainable business practices that serve the financial bottom line, inspire people, and change the world for the better.
- Ethics: Led two international Code of Ethics reviews; taught ethics; served as an ethics investigator.

**Business Operations**

- Effectively led and managed boards, staff, and R&D teams.
- Harnessed employee insight with 1-on-1 coaching to improve performance, gain their unique understandings, and connect the corporate vision to their own.
- Implemented continuous production improvement through training, documentation of procedures and policies, and workflow analysis.
- Created and launched start-up businesses and organizations.
- Experienced in managing budgets and P&L.

**Innovator & Integrator**

- Reduced waste, increased productivity, and created something new by challenging status quo.
- Used innovative solutions to turn around companies, products, and organizations.
- Experienced organizational spokesperson.
- Integrated thinker - synthesize diverse information and communicate common threads.
- Thought leader in green business: began practicing, researching, and presenting on the subject in 1994.

**Leader & Influencer**

- Established strong working relationships using a collaborative leadership style of listening and discerning values and strengths; shares ownership.
- Communicated, engaged, and translated multiple stakeholder perspectives from frontline-to-boardroom.
- Proven experience in developing and implementing effective strategic plans.
- Strong, calm coaching and leadership demeanor.
- Led, developed, and implemented five corporate branding efforts.

**PROFESSIONAL EXPERIENCE****CSR / SUSTAINABILITY CONSULTANT | OWNER | FOUNDER** 2001-Present**Opportunity Sustainability**, Milwaukee, WI formerly Minneapolis, MN

Consulted, coached, and trained executives and business teams in corporate social responsibility, sustainability, and green business leadership through change management, communication, and relationship development.

- Writings on CSR and Sustainability featured/syndicated on 3BLmedia.com, CSRwire.com, Chloregy.com
- Developed and led stakeholder engagement strategy with community leadership and conversation circles.
- Engaged CSR and Sustainability communication initiatives via social media and traditional avenues
- Led global teams in international Code of Ethics reviews; taught ethics; served as an ethics investigator.
- Developed and delivered strategic planning and implementation training.
- Over 18 years of consulting/coaching experience. More than 300 clients domestic and international.
- Client industries include: construction, manufacturing, education, insurance, law, medical, facilities management, commercial real estate, non-profits, biomedical, transportation/warehousing/3PL, recruiting, HR, restaurants, banking, medicine, and consulting.

**OPERATIONS DIRECTOR (including CSR and Sustainability functions) | PARTNER** 1994-2000**Advanced Liquid Handling, Inc.**, Milwaukee, WI

An aggressive international start-up manufacturer specializing in precision liquid handling technology for the clinical chemistry industry. Strong focus on sustainability, corporate social responsibility, and triple-bottom-line (Economic/Social/Environmental) management practices. Acquired by Innovadyne Technologies, LLC in 2000.

- Developed and implemented socially responsible management practices.
- Formulated and promoted the corporate triple-bottom-line culture and vision.
- Continuously evaluated environmental and fiscal impact of processes: engaged supply chain; substituted eco-friendly solvents whenever possible; encouraged recycling; redesigned shipping containers to be reusable, modular, and interchangeable; reduced number of component variations; purchased high quality refurbished machining equipment; utilized true color florescent lamps at all workstations; chose building locations with abundant natural lighting; repurposed unused materials and equipment.
- Coached team members on connecting the corporate vision to their own vision and strengths.
- Developed scalable production techniques through integration of *kaizen* thinking and *kanban* systems.

**VOLUNTEER AND OTHER PROFESSIONAL EXPERIENCE****PRESIDENT** 2005**Life Coach Alliance, LLC**, Minneapolis, MN

Hired to create and manage a national coaching company to provide pay-by-the-minute life coaching through a telephone call center. CSR was embedded into the value system and operations of the company.

- Set vision, strategic plan, and tactical plan for company.
- Managed 19 staff and R&D team members and recruited 50 subcontracted coaches.
- Created guidelines and structures for qualifying and supervising coaches and training call center staff.
- Utilized nationwide marketing media: radio, television, print, and web.

**PRESIDENT / CHAIRMAN (20-30 hrs/wk) | BOARD MEMBER** 2002-2006**Minnesota Coaches Association**, Minneapolis, MN

World's second largest regional coaching organization. Led organizational turn-around from collapse to national leader. Became a model for coaching associations.

- Re-energized the organization's volunteer board by reinventing the leadership team, tapping into their individual strengths, and connecting the work to their values.
- Tripled membership roles in two years from 80 to 250 members.
- Instituted financial planning and expanded budget - results: cash reserves and a yearly positive carry-over.
- Established a sustainable leadership infrastructure for minimal disruptions during annual rotations.

**EDUCATION AND PROFESSIONAL DEVELOPMENT**

**LEED AP** - Leadership in Energy and Environment Design Accredited Professional  
Green Building Certification Institute / US Green Building Council, Washington D.C. - 2009

**B.A. - Major: Psychology** - Industrial/Organizational focus  
University of California, Riverside, CA - 1994

**Spanish Study - Madre Tierra**, Xela, Guatemala - Business & social proficiency (dormant)

**Dual Graduate - Corporate Coach U International** - CTP & CCTP 482 Credit Hours

**Graduate - Future Milwaukee** - Community Leadership Training Program

**Attendee - Green Energy Summit 2010** - Milwaukee, WI

**Attendee - State of Green Business 2010** - Chicago, IL

**Attendee - Corporate Responsibility Officer (CRO) Summits** - Chicago, IL

**Attendee - Opportunity Green Conference** - Los Angeles, CA

**PUBLIC SPEAKING**

**Small Group Presentations & Roundtables:**

- **Wisconsin Business & Conservation Leaders Roundtable** 2009 - Lt. Governor’s Council - Madison
- **Strategic Planning and Implementation** 2008 - Business Incubation Center - Minneapolis
- **Attitudes and Perspectives** 2007 & 2008 - Mutual of Omaha and four other Minnesota companies
- **Masterful Coaching: Ethics and Right Action** 2005 - Minnesota Coaches Association

**Conference Presentations:**

- **Making The World Round Again** - New Business Paradigms - Northland Bioneers 2006, Minneapolis
- **Co-Creating the Next Frontier** - Conversation Cafe - *rated best program* - ICF Conference 2004, Quebec

**PUBLISHING AND SOCIAL MEDIA**

- Twitter @mrochte – Top 10 #CSR tweeter & Top 25 #Sustainability tweeter – 1475 followers (4/2011)
- 15 years of website development and optimization: SEO, content management systems, blogs, wikis
- Writings rebroadcast and syndicated on leading industry websites
- Blogging since 2002
- Position Paper: "Trust & Corporate Social Responsibility: Framing the Discussion" <http://3bl.me/m9zex9>
- White Paper: "Opportunities In Sustainability: Enter at the Exit" <http://3bl.me/r9y56>

**COMMUNITY LEADERSHIP & INVOLVEMENT**

- **International Society of Sustainability Professionals** - Member 2008-Present
- **Thought Leader Gathering** - Member of the Leaders Circle 2002-Present
- **International Coach Federation** - Ethics & Standards Committee, Investigator, Member 2002-2009
- **Apollo Male Chorus** - Board Member 2007
- **Global Minded Professionals** - Milwaukee -Founder, President, Board Member 1996-2001
- **Boy Scouts of America** - Eagle Scout, Order of the Arrow 1987

**INTERESTS & HOBBIES**

- Walking, rowing, choral singing, writing
- Conversation circles and cafés
- Toronto International Film Festival Attendee
- SCUBA - Open Water Certified
- NetImpact, USGBC, Bioneers
- Green Networking: EcoTuesday, Green Drinks