Business and Sustainability: Strategies and Tools

Omar Romero-Hernandez

Learn to identify opportunities to create business value from environmental and sustainability issues and understand the implications related to the successful execution and operation of corporate green business initiatives.

Learn what type of long-term strategies can be set to foster sustainable development and sound financial sense? When does it pay to be green? How to successfully lead business initiatives and convert them into successful projects? How can I learn not only the what but how to think about these opportunities and challenges?

Example of topics: Business Strategy and Sustainability, Corporate Carbon Footprint, Sustainable Value Chain, Financial and Environmental Reporting, Sustainable Product Innovation. This class includes several business case studies, hands-on activities and software tools.

Prof. Omar Romero-Hernandez is a Chemical Engineer with graduate studies in Economic Policy and Government and a PhD in Process Economics and Environmental Impact from Imperial College, London, UK. Omar has worked for a diverse range of public and private organizations such as Procter & Gamble, PEMEX (Oil & Gas), Accenture, and the Ministry for the Environment and Natural Resources. Currently, he is a National Researcher, and author of three books: Renewable Energy Technologies and Policies, Industry and the Environment and Introduction to Engineering – An Industry perspective and several international publications on engineering, business and sustainable development.

He has led various internationally awarded projects in the field of renewable energy, sustainable business strategies and business processes. Prof. Romero-Hernandez was the recipient of the 2010 Franz Edelman Award, the world’s most prestigious award on Operations Research and Management Science.

Look forward to seeing you at class.
Please refer your questions to: oromero@haas.berkeley.edu