

Keynote speakers



Astrid Gade Nielsen

Corporate Communications, Arla Foods, Copenhagen/Denmark

Astrid Gade Nielsen, MA, has been Director Corporate Communications of Arla Foods since 2002. Prior to that, she was Head of Communications at the Danish Dairy Board. She has been quoted extensively in Danish and international media, and she has made numerous appearances on a national and international level in relation to the boycott of Arla Foods' products in the Middle East.



N. Craig Smith

Chair in Ethics and Social Responsibility, INSEAD, France

N. Craig Smith joined INSEAD as Chair in Ethics and Social Responsibility in August 2007. Before joining INSEAD, he was associate Professor of Marketing and Ethics and Associate Dean of the Full-Time MBA Program at London Business School (2000-2007). Prior to that was on the faculties of Georgetown University, Harvard Business School, and Cranfield School of Management. His research has focused on projects examining ethical decision making in an increasingly global business environment, consumer boycotts, deception in consumer research, and corporate social responsibility. His recent coauthored journal articles have appeared in *California Management Review*, *Psychology and Marketing*, *Journal of Marketing*, and *Harvard Business Review*. Smith is the author of *Morality and the Market: Consumer Pressure for Corporate Accountability* and coauthor of *Ethics in Marketing*. He serves on the editorial boards of *Journal of Business Ethics*, *Business Ethics Quarterly*, *Journal of the Academy of Marketing Science*, and *Journal of Public Policy & Marketing* and as an ad hoc reviewer for *Journal of Marketing*, *Journal of Marketing Research*, and *Journal of Consumer Research*. He consults with various organizations and has served as an expert witness on problems of good marketing practice, including marketing ethics.



Harrie Vredenburg

Professor of Strategy and Suncor Energy Chair in Competitive Strategy and Sustainable Development, Haskayne School of Business, University of Calgary, Canada

Harrie Vredenburg is Professor of Strategy and holds the Suncor Energy Chair in Competitive Strategy and Sustainable Development at the Haskayne School of Business, University of Calgary. He was a professor at McGill University in Montreal prior to moving to Calgary. He has also served as visiting professor at the Rotterdam School of Management at Erasmus University and at the University of British Columbia. He founded Haskayne's International Institute for Resource Industries and Sustainability Studies (IRIS) in 1994 and served as its director until 2007. Both the Institute and its graduate programs were founded on Brundtland Commission principles of developing energy resources globally in a sustainable manner. The Haskayne School of Business has been consistently ranked as one of the top business schools worldwide in research and teaching in social and environmental sustainability and responsibility. In 1995 Dr. Vredenburg was co-founder of Haskayne's interdisciplinary Master of Science Program in Sustainable Energy Development for Latin America and the Caribbean offered in Quito, Ecuador in partnership with the Latin American Energy Organization (OLADE) and he was Academic Chairman of this program from 1996 to 2006. Vredenburg's research has been focused on competitive strategy, sustainable development, innovation and stakeholder management in global energy and resource industries. His articles have been published in leading international academic management journals such as *Strategic Management Journal*, *Organization Science* and *Journal of Business Ethics* as well as in practitioner-oriented publications such as *MIT Sloan Management Review*, *Latin American Business Review* and *Harvard Business Review* (Latin American edition). He consults to industry and government and serves on the board of directors of Petrobank, a Canadian publicly-traded company whose operating subsidiaries are engaged in technical and social innovation in petroleum production in both North America and Latin America.