



FIRST MOVERS

THE ASPEN INSTITUTE

2018 INNOVATION PROJECTS

IDEO

ROCHAEL ADRANLY, Partner & General Counsel, IDEO

Building a thriving Legal Design & Innovation practice to tackle challenges within the legal industry, especially within criminal justice, while creating a movement around human-centered lawyering.



KARL BRUTSAERT, Senior Director, Latin America + Corporate Renewables, First Solar

Finding a financing partner to deliver large-scale solar energy even more cost-effectively to corporate energy buyers.



CRAIG BUCHHOLZ, Chief Communications Officer, Procter & Gamble

Creating a thought leadership platform that builds awareness and inspires action to address institutional and individual bias and advocates strategies to drive equality and inclusion.



MICHAEL BZDAK, Global Director, Employee Engagement, Global Community Impact, Johnson & Johnson

Developing a business case for Johnson & Johnson to engage more strategically with youth to achieve quantitative and qualitative outcomes for youth, society, and the business.

COLE HAAN

ASHLEY DAVIS, Senior Manager, Global Corporate Responsibility, Cole Haan

Funding social entrepreneurs who reflect Cole Haan's values and sharing their stories to illustrate how ordinary acts can result in extraordinary impact.



MARC DE SCHUTTER, Head Of Procurement Danone North America, Danone

Developing and implementing a new way of producing fruit that is pesticide-free, reduces the carbon footprint, and uses less water to address changing consumer needs.



DEEPTI DOSHI, Director, Research and Ecosystem Partnerships, Facebook

Establishing the industry of community entrepreneurship and community entrepreneur as a known professional identity by attracting new economic, knowledge, and human capital investments toward this goal.

INDITEX

CHISCO GARCIA, Head of Sourcing & Sustainability, Oysho, Inditex

Driving circularity in the fashion industry by scaling a pilot program that transformed industrial waste into raw material.



KERRY GUMM, Head of HR Strategy & Planning, Principal

Enhancing the financial security of women by uncovering and addressing systemic issues that inhibit their financial protection and preparedness.



JEFFREY LAU, Global Head of Sellside Operations, Google

Leading an effort to deepen Google's understanding of the global news ecosystem and news organizations' challenges, capabilities and business models to inform strategy for the Google News Initiative.



HUI MIEN LEE, Vice President & Team Lead, Sustainable Solutions, Mandai Park Holdings
Embedding new sustainability principles throughout the entire organization to create a paradigm shift in the operations of Mandai Parks.



SANDRA SOFIA LOPEZ, Assistant Finance Manager, Caterpillar
Embedding a design thinking culture within the Latin America finance team to identify creative opportunities that deliver sustainable solutions and enable Caterpillar's customers' success.



SURBHI MARTIN, Senior Director, Marketing, PepsiCo
Incubating and launching better-for-you beverages in Foodservice that eventually scale to transform PepsiCo's portfolio.



DEDE ORRACA-CECIL, Consultant, Egon Zehnder
Creating the business case and business model for formally integrating diversity & inclusion work into the leadership advisory work of Egon Zehnder.



DEEPA PURUSHOTHAMAN, National Managing Principal Deloitte Inclusion, Deloitte
Identifying the challenges that inhibit employees from feeling they belong in their companies and enhancing opportunities for all employees to thrive.



SAMANTHA REISS, Business Development, AWS Marketplace, Amazon Web Services
Enabling market participants to efficiently discover and analyze Environmental, Social, and Governance (ESG) information, encouraging greater corporate transparency.



BRIAN RUMAO, Chief of Staff, CEO, LinkedIn
Exploring how LinkedIn can harness the power of its insights to create economic opportunity for every member of the global workforce.



VANESSA RYAN, Senior Advisor, Climate, Chevron
Scaling commitment of energy producers to The Environmental Partnership by developing and executing a plan to make participation valuable to all members.



KRISTINE SCHANTZ, Strategy and Innovation Director, Global Operations and Logistics, Nike
Expanding labor resilience practices across the supply chain to drive governance, engagement, and readiness in Nike's logistics network.



ASHLEY SCHULTEN, Head of Responsible Investing, Global Fixed Income, BlackRock
Using climate models to produce datasets that reveal the physical and socioeconomic impacts of climate change and build a user-friendly interface that maps these impacts on financial asset valuations.



LUKE SINCLAIR, Director, Content Digital Experience, American Express
Providing small business owners with the resources, tools, and information to help them grow in ways that are innovative, sustainable, and environmentally aware.



JULIE YUFE, Vice President Marketing, Europe, AB-InBev
Using the grain saved in AB-InBev's production process to develop products that benefit the local communities in which we operate.