

Authors and Contributors of “Sustainable Value Chain Management”



Michael D'heur is founder and managing director of shared.value.chain, a think tank and advisory firm for sustainable value chain management. He supports multi national and mid-sized companies across various industries, to create sustainable products and to operate flexible but sustainable global supply chains. Michael is thought leader, author, speaker, and advisor to drive the adoption of sustainability in the core business. He studied Economics and Business Informatics at the University of Siegen, Germany.



René Schmidpeter holds the Dr. Juergen Meyer Endowed Chair of International Business Ethics and Corporate Social Responsibility at Cologne Business School (CBS). He is Guest Professor at Nanjing University of Finance and Economics in China, Academic Head of the Center for Humane Market Economy in Salzburg, and Editor of the international Springer Series CSR, Sustainability, Ethics, and Governance. He is thought leader of strategic CSR thinking and international recognized speaker on topics such as Sustainability, Corporate Social Responsibility, and Strategic Management. Contact: rene.schmidpeter@gmx.de.

AUDI



Martina Biendl, Master of Arts, studied Media and Communications at Augsburg University in Germany and at Aarhus University in Denmark. After having worked as a freelance journalist for 3 years, she started her employment at AUDI AG in 2012. Since 2013 she has been responsible for communications within the Corporate Responsibility department.



Dr.-Ing. Peter F. Tropschuh started his career at AUDI AG in Technical Development in 1988 after graduating in Mechanical Engineering and obtaining a doctorate at the Technical University of Munich. He headed the General Secretariat and was responsible for the Development Vehicle Projects and Research Projects areas, among others. In 2006, he moved to Volkswagen AG as Head of AutoUni and Research Projects. Since July 2011 he has been Head of Corporate Responsibility as well as Government Affairs at AUDI AG.

BASF



Dr. Dirk Voeste is Vice President Sustainability Strategy at BASF SE in Ludwigshafen, Germany. He is responsible for BASF’s sustainability strategy and its implementation in business activities and decision-making processes. His tasks also include the development and utilization of Eco-Efficiency Analyses and Sustainability Assessments as well as Stakeholder Relations. He holds a PhD from the University Bonn, Germany, and a Masters from the Cranfield Institute of Technology in Bedford, United Kingdom. After completing his studies he was responsible for developing an aquatic ecosystem for space experiments with NASDA. He joined BASF in 1998.



Dr. Markus Frank is responsible for sustainability assessments in agriculture and subsequently for the implementation and further development of AgBalance™ at BASF Crop Protection in Limburgerhof, Germany. Dr. Frank studied Biology in Kiel and Cologne and wrote his PhD thesis at the Center for Plant Molecular Biology in Tübingen, Germany. Besides this, he holds an MBA from the Surrey Business School in Guildford, United Kingdom. After joining BASF he worked in biotechnology research as well as global strategic marketing before joining Global Sustainability at BASF Crop Protection.



Katharina Fischer, Senior Manager Global External Communication, joined BASF SE in 2011. She has been responsible for the introduction and communication of AgBalance™, BASF’s method to measure sustainability in agricultural processes. Fischer studied Politics and German literature at the University of Osnabrück. Before joining BASF she was an advisor at Johanssen + Kretschmer Strategic Communications in Berlin.

Beiersdorf



Daniel Weber is responsible for the global supply chain at Beiersdorf AG. After studying Engineering, he started in Finance at Unilever. From 1995 to 2005 he worked for tesa AG in Germany, the United States, and Asia. Daniel Weber joined Beiersdorf in 2005 to chair and supervise the restructuring of the European Supply Chain before becoming responsible for the global supply chain.



Dorle Bahr is responsible for Environmental Sustainability and Safety at Beiersdorf. She studied Business Mathematics at the University of Hamburg. She started her career in Logistics at Colgate Palmolive GmbH. She first became the Director for Logistics in Germany and Austria before moving to European Logistics in 2000. Dorle Bahr joined Beiersdorf in 2004, when she built up the Supply Chain Customer Management department in Hamburg. In 2010 she took over responsibility for strategic sustainability strategies in the Supply Chain (Blue Supply Chain). Since 2010 she chairs the department for Environmental Sustainability and Safety within Beiersdorf’s Corporate Sustainability Office.

European Forum Alpbach



Franz Fischler's career as a representative of the agriculture sector began in 1979 when he joined the Tyrol Chamber of Agriculture. He dealt with environmental issues, education and training, culture, and land-use planning until 1984, when he became Director of the Chamber. In 1989, he was appointed Federal Minister of Agriculture and Forestry in Austria. In that capacity he played an important part in the negotiations for Austria's accession to the European Union. From 1995 to 1999 he was European Commissioner for Agriculture and Rural Development. From September 1999 until 2004 he was also responsible for Community fisheries policy. Since December 2004, Franz Fischler is concentrating on doing consultancy work, giving lectures, holding speeches, and

fulfilling his tasks being President of the think tank “European Forum Alpbach” since 2012 and Chairman of the RISE-Foundation.

Fairphone



Tessa Wernink cofounded Fairphone and has served as the Director of Communications for the social enterprise since January 2013. In her role, she works closely with her team, advisors, researchers, and external stakeholders to share Fairphone's story and mission and collaborate on initiatives that further their goal of a fairer economy. Prior to joining Fairphone, Tessa Wernink held a number of international PR and communications positions ranging from education to the aviation and hospitality sectors. In recent years, her primary focus has been promoting the creative sector in Amsterdam. Tessa earned a Master's degree in English Literature and a minor in International Development Studies from the University of Amsterdam. Her degrees and experience sup-

port Tessa's passion for storytelling and building communities that can influence social change.

German Council for Sustainable Development



Marlehn Thieme is the Chairperson at the German Council for Sustainable Development, and a member of board of the Evangelical Church Germany. Born in 1957 she studied Law and Social Sciences and worked for Deutsche Bank AG from 1986 to 2013, at last as Director responsible for Corporate Social Responsibility and member of the Supervisory Board of Deutsche Bank AG. Since 2004 she is a member of the Council for Sustainable Development; in 2012 she was elected as its Chairperson.



Yvonne Zwick is a scientific advisor at the German Council for Sustainable Development. She studied catholic theology with a focus on Christian social ethics and moral theology at the University of Freiburg, Germany. At the office of the Council she is responsible for sustainable lifestyle and consumption, Corporate Social Responsibility, social-ethical investments, and the German Sustainability Code.

Henkel



Dr. Frank Roland Schroeder is head of the sustainability department and external affairs in Henkel’s Laundry and Home Care business unit. He has worked with Henkel since 1985 in various positions in the field of biotechnology, ecology, and product safety being active in European as well as national associations (A.I.S.E., ERASM, HAD, IKW/Forum Waschen, SEPAWA/LUV). He studied Chemistry and Biochemistry at the University of Göttingen and holds a PhD degree from the Technical University of Braunschweig and the Max-Planck-Institute for Experimental Medicine in Göttingen.



Dr. Dirk Holbach is Corporate Vice President at Henkel and in charge of the supply chain of the Laundry & Home Care division. His responsibility includes the supply chain planning, production, and customer logistics throughout the world. Before taking up his current position Dr. Holbach was responsible for International Production, Global Supply Chain Operations, Central Purchasing at Laundry & Home Care, as well as various positions in Sales. He studied Business Management and Engineering at the Technical University Kaiserslautern, Germany, and did his PhD in Business Informatics at the University of Duisburg-Essen, Germany.



Professor Dr. Thomas Müller-Kirschbaum is in charge of global research and technology for the Laundry & Home Care business at Henkel. From 2005 until end of 2013 he was on top responsible for global production and supply chain of this division. Since 2013 he has in addition corporate responsibilities as co-chair of Henkel’s Sustainability Council and chairman of the corporate research and development steering committee. Before joining Henkel in 1989 he studied Physics, Technical Chemistry, and Environmental Technology at the University of Cologne and RWTH Aachen, Germany. He is a member of multiple scientific and industrial committees including the Research Committee and the Sustainability Board of the Association of the German Chemical Industry.

Infineon



Dr. Kurt Gruber has more than 30 years of experience in the semiconductor industry and has been in charge of Infineon’s Corporate Supply Chain for 7 years now. The Corporate Supply Chain entails the consolidation of corporate demand and capacity and the handling of assignments and global operations for all of Infineon’s customers. Dr. Gruber’s global team plans, controls, and supervises the internal and external network of production and logistics and coordinates strategies for supply chain and production. He took up accountability in terms of corporate responsibility including the “Center of Excellence” and the “strategic production management.” Dr. Gruber holds a PhD in Mathematics from the Technical University in Graz, Austria.



Hans Ehm studied Physics in Munich, Germany, and Mechanical Engineering in the United States. He has 30 years of experience in the production of semiconductors and global supply chain and is in charge of the “Supply Chain Innovation” division at Infineon. Since 2000 he is part of the supervising committee of camLine Holding AG, an IT solutions provider for the automation of production and strategic process control. Hans Ehm supports Supply Chain theory. Since 2008 he has been a member of the European Leadership Team of the Supply Chain Council and became its Chairman in 2012 and is since 2013 a Board member of APICS Supply Chain Council.



Dr. Christian Pophal studied at the Technical University Darmstadt, Germany. He wrote his PhD thesis at Sophia University Tokyo and in Darmstadt in the field of material science. He works at Infineon Technologies since 2004 and is currently the Senior Director Business Continuity. He is responsible for global Corporate Sustainability and Social Responsibility, Technical Safety and Environmental Affairs, as well as Corporate Energy Management. Dr. Pophal is a member of the steering committee for environmental protection, energy efficiency, and climate protection of the German Electrical and Electronic Manufacturers’ Association (ZVEI – Zentralverband

Elektrotechnik- und Elektronikindustrie e.V.). Besides this, he is chairman of the “Energy Working Group” of the European Semiconductor Industry Association (ESIA).

Klenk & Hoursch



Dr. Volker Klenk is Managing Partner at Klenk & Hoursch, an agency for corporate & brand communications in Frankfurt, Germany. He has been dealing with transparency as a key success factor in business for many years, and is responsible for the Germany-wide unique webpage dealing with transparency www.transparenz.net. Moreover, he published a standard textbook about Corporate Transparency and has conducted some of the first large-scale transparency studies.



Georg Lahme is Managing Partner at Klenk & Hoursch. He supports international companies and German small and medium-sized businesses in terms of development, optimization, and communication of their CSR and sustainability portfolios. His key areas of expertise are strategic CSR communications, foundations, and corporate volunteering. Georg Lahme is a lecturer for CSR at the German Press Academy and member of the German Association of Environmental Management B.A.U.M. e.V.

Independent Capital Group AG



Dr. Mirjam Staub-Bisang is cofounder and managing partner at Independent Capital Management AG, a Zurich-based asset management firm focused on sustainable investing and real estate. Prior, she held senior positions in investment banking/asset management among which Commerzbank, Merrill Lynch, and Swiss Life Private Equity Partners as well VP Corporate Development in a global industrial holding company. Dr. Staub-Bisang holds a PhD degree in law from the University of Zurich, is an MBA from INSEAD/Fontainebleau, and is an attorney-at-law. She is a nonexecutive director of several for-profit and non

profit companies and institutions, among which V-Zug, the leading Swiss white goods manufacturer, and the global business school INSEAD in Fontainebleau/Singapore. Additionally, she was elected a Young Global Leader of the World Economic Forum. Dr. Staub-Bisang authored the standard work “Sustainable Investing for Institutional Investors” (Wiley 2012). She lectures and publishes widely on investment topics with a focus on sustainable investing.

International Paper



Teri Shanahan is Vice President of Sustainability for International Paper, based in Memphis, Tennessee. Her role encompasses creating and executing a global strategy for the corporation as it pertains to the three pillars of sustainability: social, environmental, and economic performance. Ms. Shanahan has been with International Paper since 1991, and has held positions in sales and marketing, as well as managing the company’s North American merchant papers business and its global pulp business. She also worked in the company’s former chemical business. Prior to joining the company, she served for 8 years as a commissioned officer in the U.S. Navy, and was the first woman to qualify as a Surface Warfare Officer on board a combatant ship. She earned a

bachelor’s degree from the University of Minnesota and a master’s degree from the Naval Postgraduate School. She and her husband, Tad Dutch, have one daughter, Haley Shanahan Dutch.



James McDonald is Manager, Sustainability based in Memphis, Tennessee. Mr. McDonald has been with International Paper since 1997, and has been primarily focused on public policy and environmental issues related to sustainability. He works closely with the manufacturing, marketing, and sales professionals to develop and implement policies supporting IP’s sustainability performance and objectives, with a special focus on creating innovative solutions for our customers’ sustainability supply chain challenges.

Nanogate AG



Ralf Zastrau is chairman of Nanogate AG and responsible for the areas strategy, corporate development, corporate communications, and investments. After Nanogate was founded in 1999 he caused it to progress from a scientific start-up to a market-driven technology company. Ralf Zastrau aims for a corporate strategy, in which not the mere economic success is important, but in which corporate responsibility is also central. Nanogate AG is committed to responsible handling of new technologies and is active in numerous initiatives, for example, in the German Association for Nanotechnology (DV Nano).

Nestlé



John Bee is the Communications Manager for Public Affairs at Nestlé S.A. He is a senior member of the team designing, developing, and deploying Nestlé’s global Creating Shared Value approach to business; supporting the integration of CSV within the organization with internal communications campaigns; and socializing the concept and Nestlé’s performance and challenges with external stakeholder audiences through increasingly transparent and complex societal reporting to GRI A+ application level. He also develops major communications and stakeholder events with internal and external audiences, and spearheads the company’s presence in other organizations’ events.

He coordinates team contributing to Nestlé’s presence within the Shared Value Initiative headed by Harvard professors Michael Porter and Mark Kramer.



Peggy Diby is the Head of Corporate Communications and Public Affairs, Nestlé Central and West Africa Region (CWAR). She is a graduate of National Polytechnic High School of Côte d’Ivoire where she earned a degree in Agronomy Engineering. In addition, she holds a Master degree in Management from the African Center of Management and Capabilities Building for Managers (CAMPC). Prior to joining Nestlé CWAR, Peggy Diby was involved in several rural community development and training programs in West Africa from which she created a strong, resilient, and sustainable network of rural communities. In Nestlé Côte d’Ivoire, she built and maintained strong relationships with local

government authorities, media and rural communities, and NGOs while supporting and communicating Nestlé’s Creating shared Value initiative in Côte d’Ivoire. As the Head of Corporate Communications and Public Affairs in CWAR, Peggy Diby has the mission to define the framework to continue raising Nestlé’s brand while communicating Nestlé’s engagement in nutrition, water, and rural development.



Bineta Mbacké holds the position of a Public Affairs Manager at Nestlé S.A. She is in charge of the cultivation and management of global partnerships, with the goals of identifying increased opportunities for Nestlé to Create Shared Value and of communicating Nestlé’s Nutrition Health and Wellness leadership to key external stakeholders. Bineta Mbacké also looks after the implementation and communication of Nestlé’s Women’s Empowerment Principles in the market place and in the Nestlé community. She is an MBA graduate of the Paris Graduate School of Management and she is passionate about social entrepreneurship and ethical leadership.



Barbara Wettstein is a Public Affairs Specialist at Nestlé S.A. She is in charge of the Nestlé Prize in Creating Shared Value, which rewards innovative programs in the areas of nutrition, water, and rural development. The Prize is awarded every 2 years and is open to social entrepreneurs and enterprises, small and medium enterprises, not-for-profit organizations, academic institutions, and governmental agencies. In addition, she leads CSV related communication activities on social media and digital platforms.

Responsible Investmentbanking



Karen Wendt works in Corporate and Investment banking of a Top Tier International Financial Institution and has been the Head of the Equator Principles Team for more than 5 years. She was instrumental in introducing the Equator Principles Procedures and Policies in her Institution and in advancing Equator Principles in international settings and organizations. She was a co author of the EP in 2006, has actively supported their strategic reviews, and was involved in drafting EP III. Since the creation of the Equator Principles Financial Institutions Association (EPFIA) in 2008, Karen Wendt has been sitting in its Steering Committee. She has experiences with human rights due diligence, international labor law, environmental due diligence, and the creation of action plans and

mitigation strategies for large international transactions of various industries and regions to avoid or minimize environmental and social risk. In particular she is skilled in negotiating international standards at the international level and with multilateral organisations and implementing such standards consequently into policies and procedures within banks. Karen Wendt conducts stakeholder dialogue with international network organization in regard to ESG. She is editor of the books “Responsible Investmentbanking” and “Sustainable Financial Innovation.” She holds an MBA from the University of Liverpool, UK.

SAP



Heino Kantimm joined SAP in 1998 where he worked as an analyst in the newly formed competitive intelligence department. He helped to grow the small team to a global organization, of which he took over global leadership in 2007. Since 2009 he is focusing on new business models at SAP. First, as a Chief Expert Social Sustainability, Mr. Kantimm was leading the StarShea project. He is co founder and member of the Board of Directors of the social business StarShea Ltd. in Ghana. Today, Mr. Kantimm is driving SAP’s business model innovation efforts around

connected vehicles. Heino Kantimm lived and worked on four different continents. He has a degree in computer sciences and business administration from Mannheim University, Germany.

shared.value.chain



Carina Strahl works at shared.value.chain, a think tank and management advisory firm for sustainable value chain management, in Munich, Germany. Based on her background in international relations and development cooperation, she is an expert for multi-stakeholder collaboration and its relation to value chain management. Before joining shared.value.chain, Carina worked for GIZ, UNISDR, and FAO in South Africa, Botswana, Italy, and Switzerland. Carina studied International Relations at the University of Southampton, UK, and International Affairs at the Graduate Institute of International and Development Studies in Geneva, Switzerland.

Siemens



Ralf Pfitzner is Vice President Sustainability – Strategy & Environmental Portfolio at Siemens AG. He is responsible for strategic topics such as positioning of Siemens’ Environmental Portfolio, consisting of highly energy efficient products and solutions, renewable energies, and environmental technologies. His team is supporting Siemens’ businesses in order to identify sustainability-related business levers. In addition, he is in charge of Sustainability ratings such as the Dow Jones Sustainability Index that evaluated Siemens as most sustainable industrial company (“Industry Group Leader”) in 2013. Previously, Ralf Pfitzner headed the department of Product-Related Environmental Protection of Siemens AG. Before he joined Siemens in 2004, he was working at KPMG

Sustainability Services and at the Institute for Futures Studies and Technology Assessment in Berlin. He has a degree in Engineering and Environmental Technologies (Technical University of Berlin) and Environmental Sciences (Swiss Federal Technical University, Zurich).



Matthias Lutz is a Senior Account Manager in the Plant Data Services business at Siemens AG. In his previous position within the Siemens Corporate Supply Chain Management organization, Matthias was responsible for the “Sustainability in the Supply Chain” program and other activities. Matthias Lutz was involved from the beginning in the company-wide implementation of sustainability requirements in all relevant strategic and operative procurement processes. In addition, he introduced a risk-based supplier auditing scheme and supplier capacity building activities. Since then, more than 3,400 internal and external sus-

tainability audits were conducted at Siemens’ suppliers. Previously, he was working as internal consultant in the field of global sourcing and participated in the set-up of an internal shared service organization for Siemens in Czech Republic. Matthias Lutz has a degree in Engineering with focus on Food & Beverage Technology (RheinMain University) and holds a Master degree in International Business (University of Economics Prague).

Symrise AG



Stephan Sielaf worked in various supply chain functions at the Flavor & Fragrance industry at Symrise until January 2014. Since 2010 he was SVP Global Operations Flavor & Nutrition. In this function he had global responsibility for all functions of the supply chain – from customer service and planning, strategic procurement of raw materials, production, and logistics. Besides this, he was a member of the sustainability board and the sustainable core teams of Symrise. Before joining Symrise he worked at Unilever at various positions in marketing and supply chain. He has now taken up new responsibilities outside Symrise. Stephan Sielaf studied Chemical Engineering in Dortmund, Germany.



Christina Witter has been working with Corporate Communications at Symrise since 2010. She is responsible for press and media relations of the group. She also supports communication at the German Association of the Flavor Industry and at the International Fragrance Association (IFRA). Before joining Symrise, she held various positions in public relations. Christina Witter studied applied linguistics in Leipzig, Germany, and has a degree in interpreting.



Clemens Tenge joined Symrise in 2006. After working in marketing and PR, and sustainability communication he is now responsible for the Vanilla category management at Symrise. In his former role, he was member of the sustainability board and the sustainability core team. Besides other activities, he is involved in Symrise’s activities in Madagascar, an initiative for which Symrise won the German Sustainability Award in 2012. Clemens Tenge studied Psychology.

The Thin Air Factory



Julian Borra has worked as a Creative & Strategist in advertising for some 30 years, both as a Creative and Board Director in large network agencies and also as a Managing Partner in his own organization. Drawn to use the power of creative storytelling to help companies both to capture the value of their sustainability truths across the stakeholder group and to transform their business from the inside out and the ground up, he exercised that expertise on clients such as Kellogg’s, Coca Cola, AT&T, Vestas Wind Turbines, and TUI Travel AG. Julian Borra founded the Thin Air factory Ltd to continue working in

the same vein, unshackled from the “leading the witness” nature of large network agency conversations.

VAUDE Sport GmbH & Co.KG



Dr. Antje von Dewitz took over the management of VAUDE in 2009. After studying economics and cultural studies in Passau, Germany, she built up the department “Packs n’ Bags” at VAUDE from 1998 to 2000. Afterward, she was responsible for communications. Between 2002 and 2005 she did her PhD and worked at the professorship for entrepreneurship at the University of Hohenheim, Germany. She is the director for marketing since 2005 and took over the management for VAUDE from her father in 2009. She is motivated to prove with her team and employees that sustainability does not only make sense and is enjoyable, but also that it is successful.