

David A. Lubin –Bio 9/2011

Dr. David A. Lubin has more than 25 years of experience successfully founding and managing technology and consulting firms that have become world leaders in the field of corporate performance management, business analytics, and new media. David Lubin currently serves as Chairman of the Esty Sustainability Innovators Working Group, a research consortium of world-leading firms collaborating on new methods and models for executing corporate sustainability strategy. In addition, Dr. Lubin has led a recently completed World Bank / IFC study focused on enhancing the success of sustainability investing efforts in emerging markets around the world.

Before joining the Esty team, David Lubin served as Chairman of the Board of Palladium Group, a firm he founded with David Norton (the Balance Scorecard) to advance the application of business analytics to measuring and improving corporate performance. Prior to Palladium, Mr. Lubin was Vice Chairman of Zefer, a leading internet consultancy acquired by NEC in 2001. Along with David Norton, he founded Renaissance Solutions, Inc. in 1991, where he served as Chairman. Renaissance grew to become a publicly held firm with offices around the world. Prior to Renaissance, David Lubin co-founded Spectrum Interactive in 1981, a successful venture backed firm that pioneered the field of multi-media technology.

Before beginning his career in business, Dr. Lubin was a member of the faculties at both Tufts and Harvard University, and the Principal Investigator on several research grants from the National Science Foundation, and the National Institutes of Health. David Lubin received his Doctorate at Harvard University in Human Development in 1977. He continues to advise venture and private equity funds, as well as non-profit organizations. He is a frequent speaker and recently published an article in Harvard Business Review entitled, [The Sustainability Imperative](#) (David Lubin and Dan Esty, HBR, May 2010).