

## **Jim Hartzfeld**

Vice President of Sustainable Business Strategy  
Interface Americas, Inc.

Chairman of the Board  
U.S. Green Building Council



An environmentalist at heart, Jim holds a degree in Chemical Engineering from the University of Missouri and an MBA from the Goizueta Business School of Emory University. Known as "EcoJim" at Interface, he shares the vision of Ray Anderson, Chairman and CEO of Interface, Inc., that business and industry can save the Earth and serve its shareholders.

Jim's enthusiasm, conviction, and leadership in sustainable development make him a sought after speaker throughout the world. His informative, dynamic, and motivating speeches cover such sustainable topics as the environmental impact of buildings, LEED certification, the US Green Building Council, selling sustainability to your clients, and more. He has been quoted in numerous publications, including Wall Street and Fortune Magazine, and co-authored Interface's globally recognized Sustainability Report with Paul Hawken and others.

Keeping pace with leading edge concepts, policies, and practices in sustainable development, he serves as a clearinghouse for ideas and concepts that continue to guide individuals and organizations ever higher in the quest to become more sustainable. Jim oversaw the development of the *EcoSense* programs, designed to set and keep Interface on its course of greater sustainability, and continues to facilitate global communication on environmental topics through involvement with all Interface businesses.

Jim has worked with such organizations as the US Green Building Council, the World Business Council for Sustainable Development, and the President's Council on Sustainable Development (PCSD) where he served as Ray Anderson's liaison. Working closely with PCSD, he helped organize the "National Town Meeting" held in Detroit, Michigan on May 2-5, 1999 where he appeared with Ed Begley, Jr. (Actor) in the opening ceremonies. He continues working closely with the US Green Building Council after having served two terms as Chairman of the Board.

As Vice President of Sustainable Strategy for Interface Flooring Systems, he pursues the objective of equipping others through education and knowledge to make sustainability understandable and accessible in the marketplace. He currently resides with his wife and two children in Marietta, Ga.