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TITLE

Preface

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Preface

Over the past several years of working with MBA students at both Duke University's Fuqua School of Business and the University of North Carolina's Kenan-Flagler Business School, I have come to realize that the career paths that fall under the broad umbrella of "sustainability" are as diverse as the students themselves. One student may come in to talk to me about social entrepreneurship in West Africa, and the next will be seeking advice about cleantech venture capital careers in Silicon Valley; a third will be interested in greening global supply chains. Corporate social responsibility, sustainable product marketing, microfinance, green real estate development, renewable energy, and other interests all likewise fall under the sustainability umbrella at times.

Because of this diversity, it is often hard for career management centers at business schools to address sustainability-related career options in a comprehensive way. Many sustainability-related companies and nonprofits are not accustomed to on-campus recruiting. Others have not historically hired MBAs at all. MBA students and alumni interested in sustainability careers are often left to navigate their own internship and job search paths.

That's where this guide comes in. Whether you are focused on an off-campus search or participating in the on-campus recruiting process, there are sustainability-specific career resources you should know about. You'll need to be well versed in sustainability news and trends, and network at the right events, confer-

ences, and company presentations. You also need to know about industry- and discipline-specific websites that post sustainability jobs for positions with titles like Corporate Social Responsibility Manager, Socially Responsible Investing Analyst, and Renewable Energy Market Analyst.

Through hundreds of conversations with MBA students, professionals, and recruiters, as well as my own personal experience, I have compiled some of the most helpful job search resources for MBAs interested in sustainability careers. This book will give you ideas for researching companies, making the most of your networking, identifying job and internship openings, and preparing for interviews.

This guide will not answer all of your questions about careers that incorporate social and environmental considerations. The topics are too many and the field is ever-evolving. Nor will it tell you definitively which career you are best suited for. There are other books devoted to helping you assess your personal goals, expectations, and job fit (some of which I reference in “Recommended reading” on page 141).

Rather, this guide is intended to compile in one place the helpful resources, websites, key terms, and job search tips for many of the possible career paths for an MBA interested in sustainability. No matter what stage of your MBA career search process you’re in, this guide will help you better understand your career options in the many fields of sustainability, and direct you to resources and job search strategies.