



# KATE GAERTNER



## ABOUT KATE GAERTNER

Kate brings 25 years of corporate and entrepreneurial experience to her corporate sustainability work. She is the founder and CEO of the corporate sustainability consultancy, TripleWin Advisory LLC ([www.triplewinadvisory.com](http://www.triplewinadvisory.com)). Her firm specializes in performing GHG inventories and TCFD analyses, mapping supply chains, conducting materiality assessments, developing sustainability roadmaps, facilitating stakeholder engagement events, and building strategic business cases including partnership identification and new technology assessment for companies to actualize Brand differentiating, circular business models.

Kate has held digital marketing management positions at XM Satellite Radio, Ziff Davis Media, and Time Inc.; worked as a strategic consultant to Fortune 500 companies developing go-to-market business cases; founded a sustainable women's active wear lifestyle brand, OMALA; and was an Adjunct Professor at the Fashion Institute of Technology (F.I.T.). She serves as the Board Chair of XXcelerate, a business-accelerator and fund for women led businesses; and is a technical advisor to the Loopt Foundation, a global-reach non-profit progressing pre- and post-consumer material zero waste goals within manufacturing.

Kate is a leading sustainability and circularity expert. She is a sought-after speaker on corporate and personal sustainability topics; a frequent opinion writer, who has been featured in *Real Leaders*, *Conscious Company*, *Industry Today*, *GreenBiz* and other top industry and business media publications; has been a regular guest on John Tucker's Bloomberg Radio *Small Business Report*; and writes a monthly sustainability column for Portland, Oregon's *Star-News* newspaper. Kate is the author of the book, *Planting a Seed, 3 simple steps to sustainable living* ([www.kategaertner.com](http://www.kategaertner.com)).

Kate holds a Masters of Science in Sustainable Management from the University of Wisconsin, an M.B.A. from the Wharton School, and an A.B. from Dartmouth College.

Kate is married with two great kids and calls Portland, Oregon her home.

### PUBLISHED ARTICLES TO DATE INCLUDE:

**2021, *Economic Times HRWorld*:**  
**[3 ways to motivate and connect employees to sustainability](https://hr.economictimes.indiatimes.com/news/workplace-4-0/3-ways-to-motivate-and-connect-employees-to-sustainability/85736759)**

<https://hr.economictimes.indiatimes.com/news/workplace-4-0/3-ways-to-motivate-and-connect-employees-to-sustainability/85736759>

**2020, *Real Leaders*:**  
**[An Action Plan for Sustainably-Driven Companies](https://real-leaders.com/an-action-plan-for-sustainably-driven-companies/)**

<https://real-leaders.com/an-action-plan-for-sustainably-driven-companies/>

**2020, *Conscious Company*:**  
**[Stay Relevant Building Sustainability into your Brand](https://socapglobal.com/2020/08/stay-relevant-building-sustainability-into-your-brand/)**

<https://socapglobal.com/2020/08/stay-relevant-building-sustainability-into-your-brand/>

**2019, *Multibriefs*:**  
**[Achieving the Promise of Reduce, Reuse and Recycle with Chemical Recycling](https://exclusive.multibriefs.com/content/achieving-the-promise-of-reduce-reuse-recycle-with-chemical-recycling/engineering)**

<https://exclusive.multibriefs.com/content/achieving-the-promise-of-reduce-reuse-recycle-with-chemical-recycling/engineering>

**2019, *Industry Today*:**  
**[Data-led Sustainability Drives Innovation](https://industrytoday.com/data-led-sustainability-drives-innovation/)**

<https://industrytoday.com/data-led-sustainability-drives-innovation/>