

Vincent Stanley

Vincent Stanley, co-author with Yvon Chouinard of *The Responsible Company*, has been with Patagonia on and off since its beginning in 1973, for many of those years in key executive roles as head of sales or marketing. More informally, he is Patagonia's long-time chief storyteller. Vincent helped develop the *Footprint Chronicles*, the company's interactive website that outlines the social and environmental impact of its products; the Common Threads Partnership (precursor of Worn Wear); and Patagonia Books. He currently serves as Patagonia company philosopher and is a resident fellow at the Yale Center for Business and Environment. He is also a poet whose work has appeared in *Best American Poetry*. He and his wife, the writer Nora Gallagher, live in Santa Barbara.