



Dr. Robert Strand is the Executive Director of the Center for Responsible Business and member of the faculty at the University of California-Berkeley Haas School of Business. He also holds the title of Associate Professor of Leadership & Sustainability with the Copenhagen Business School in Denmark. Robert's research and teaching explore sustainable business practices and the role of corporations in society with particular attention to the U.S. and Nordic contexts. More recently, Robert is focusing attention at the broader societal level and considering such concepts as "Sustainable Capitalism."

Robert was first drawn to the Nordics as a U.S. Fulbright Scholar to Norway out of desire to understand how the Nordics were achieving such strong and balanced economic, environmental, and social performances at the macro country level – and he wanted to understand the role of business in this. He soon identified a heightened focus on cooperation rooted in democratic ideals as a fundamental reason among other related institutional and cultural factors. Robert has since led numerous Nordic study abroad tours with U.S. business school students, professors, and executives across the Nordic region to explore sustainable business in the Nordics firsthand through the U.S. Department of Education's CIBER (Center for International Business Education and Research) program, University of Minnesota, Copenhagen Business School, and University of California-Berkeley. He is instructor for the Coursera MOOC "Sustainable Vikings" available to learners throughout the world and has written numerous academic and popular press articles on sustainability and responsible business practices of the Nordics. His current book project is "***Sustainable Vikings: Nordic Leadership in Sustainable Capitalism.***"

Prior to joining academia, Robert spent a decade in industry with IBM and Boston Scientific in a range of roles in manufacturing, supply chain, marketing, strategy, and investor relations. He holds a Ph.D. in corporate social responsibility from the Copenhagen Business School, an MBA in international business from the University of Minnesota, and a B.S. in industrial engineering from the University of Wisconsin.

With his wife Sarah, Robert is the proud parent of Mikkel (6 years) and Jonas (4 year).

Robert can be contacted at mrnordic@berkeley.edu.