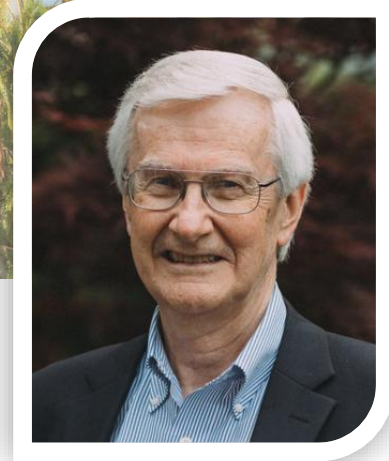


2025 SAN DIEGO SUPPLY CHAIN CONFERENCE

Bob Willard

www.sustainabilityadvantage.com



Bob is a leading expert on sustainability justifications, sustainability reporting frameworks, and sustainable procurement. Over the last 23 years, he has given over 1,800 presentations, has authored six books and published two white papers. He provides six [Master Slide Decks](#) and over a dozen free, open-source tools and resources for sustainability champions and procurement professionals.

For the last few years, Bob has focused on [Sustainable Procurement](#) and [Net-Zero Procurement](#) as market forces to mobilize businesses in the race to net-zero GHGs. He currently serves on the [Circular Innovation Council](#) board and the [Sustainable Purchasing Leadership Council \(SPLC\)](#) board – he co-developed the [SPLC Navigator](#) with SPLC staff. Bob is on the core faculty of the Canadian Business for Social Responsibility (CBSR) [Sustainable Procurement Fellowship](#) program, is an Ambassador for the [Sustainable Procurement Pledge](#), and is an Advisor to the [Mission from MaRs – Net-Zero Procurement Mission](#). He teaches a 4-webinar [ISSP course on Sustainable Procurement](#) which provides guidance on how to use his free, open-source [Sustainable Procurement Toolkit](#) and [Net-Zero Procurement Toolkit](#).

Bob serves on the [B Corp Standards Advisory Council](#) and the [Whitby Sustainability Advisory Committee](#). He was one of five inaugural inductees into the [International Society of Sustainability Professionals \(ISSP\) Hall of Fame](#) in 2011, has received three [Clean50](#) awards including a [Lifetime Achievement award](#) in 2023, and has earned six “[Best for the World - Overall](#)” and five “[Best for the World – Community](#)” awards since becoming a Certified B Corp in 2012. Sustainability Advantage was the first company to reach the highest Diamond tier of Canada’s [Net-Zero Challenge](#) in 2023.

More information about Bob and his resources for sustainability champions can be found at www.sustainabilityadvantage.com.