



Dov Seidman
Founder and Chief
Executive Officer of LRN
and Author of ***“HOW: Why
HOW We Do Anything
Means Everything”***

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Named one of the “Top 60 Global Thinkers of the Last Decade” by *The Economic Times*, “the hottest advisor on the corporate virtue circuit” by *Fortune Magazine* and a “Game Changer” by *Time Magazine*, **CEO, author and thought leader Dov Seidman** has built a career, and pioneered an industry, around the idea that the most principled businesses are the most profitable and sustainable.

Twenty years ago, Dov founded [LRN](#) with a powerful vision that the world would be a better place if more people did the right thing. From that basic notion, he has grown a successful business that has helped to shape the ways millions of employees, managers and leaders behave and interact all over the globe. LRN helps more than 500 leading companies worldwide develop values-based corporate cultures and inspire principled performance in business. LRN is a member of the World Economic Forum Global Growth Company community of dynamic high-growth companies with the potential to be tomorrow’s industry leaders and to become a driving force of economic and social change.

Dov maintains that in today’s connected and transparent world, people and organizations stand to gain by dedicating new thought and energy to *how* they do what they do. That’s the inspiration behind his award-winning book, *“HOW: Why HOW We Do Anything Means Everything.”* Now updated and expanded, *HOW* includes a new foreword from President Bill Clinton and a new preface from Dov on why how we behave, lead, govern, operate, consume, engender trust in our relationships, and relate to others matters more than ever and in ways it never has before. Since 2007, *HOW* has been published across the globe.

The HOW philosophy is prominently featured as one of the nine rules for companies to embrace in Thomas L. Friedman’s seminal book, *“The World is Flat.”* In Friedman’s *“Hot, Flat and Crowded,”* Dov explains how to lead a green revolution by adopting the HOW philosophy to outbehave and outgreen the competition. Friedman’s latest work, *“That Used to Be Us,”* suggests the sustainability and success of our institutions, countries and world lies in HOW.

Dov is frequently invited to speak at leading industry events, and to senior corporate managers and boards of directors. Recent presentations include The Clinton Global Initiative Annual Meeting, The World Economic Forum, The World Business Forum, The National Press Club and The Aspen Ideas Festival. He has also been the keynote speaker at University of California Los Angeles’s annual commencement, and has received an honorary doctorate from Hebrew Union College.

Dov’s views on business behavior, success and corporate culture have been quoted in hundreds of media, including an in-depth profile in *FORTUNE Magazine* and in *The New York Times*, *The Wall Street Journal*, *Forbes*, *The Financial Times*, *Harvard Business Review*, Charlie Rose and *ABC’s Good Morning America*. Each month, Dov shares his views on human behavior as the ultimate source of competitive advantage in a monthly column for *Forbes*.

Dov testified in 2004 before the U.S. Sentencing Commission arguing that corporations must move from a check-the-box, compliance-only approach to instead focus on fostering ethical cultures and behaviors. His proposals were adopted and today are the very standards by which companies, cultures and programs are judged.

Led by a lifelong pursuit and passion for ethical leadership, he and his company LRN became the exclusive corporate sponsors of the Elie Wiesel Foundation for Humanity Prize in Ethics in 2008, as the institution was in its 20th year of celebrating ethical decision making among America’s youth. Dov is a member of the board at the 92nd Street Y. Dov was honored as the 2014 Corporate Organizational Excellence in Organizational Development Award winner for demonstrating a 10+ year commitment to organizational development and effectiveness.

Dov earned simultaneous bachelor’s and master’s degrees, summa cum laude, in philosophy from UCLA. He later earned a B.A. with honors in philosophy, politics and economics from Oxford University. He graduated with honors from Harvard Law School. He, his wife Maria and their son and daughter live in New York City.