

# THE BERKELEY MBA AND SOCIAL IMPACT

---

How Berkeley-Haas can help you  
make an impact on the world.

**BerkeleyHaas**

Haas School of Business  
University of California Berkeley

# CONTENTS



Introduction



Social Impact in the Classroom



Social Impact in the Field



Institute for Business & Social Impact



Energy Institute at Haas



Faculty



Clubs + Conferences + Case Competitions



Speakers Expand Knowledge & Network



Financial Support for your MBA



Alumni in Social Impact



Learn More

At a business school where Beyond Yourself is one of four key **Defining Principles**, you'll find a wealth of resources to prepare you to:

- **Launch a social enterprise**
- **Lead in the social sector**
- **Guide corporate sustainable business practices**

Berkeley-Haas offers the coursework, world-class faculty, and immersive real-world opportunities to help you make an impact on the world.



*US News & World Report* consistently ranks Berkeley-Haas in the top five among business schools with a nonprofit specialty.



## Elizabeth Foster

MBA 18

**Before Haas: buildOn, Peace Corps,  
St. HOPE Public Schools**

“ Haas is definitely a business school where people who are interested in social impact can find a home. There is a sincerity that really stands out here. Whether you are involved in traditional business or social enterprises, it's very integrated—everyone wants to create positive change in the world.”

# SOCIAL IMPACT IN THE CLASSROOM

Learn how to launch, lead, market, invest, and measure for social good.

Here's a sampling of classes designed for those pursuing careers in social impact, nonprofits, or sustainable business:

- Strategy and Leadership for Social Impact
- Strategic and Sustainable Business Solutions
- Strategic Approaches for Global Social Impact
- Nonprofit Boards
- Socially Responsible Investing

Find more courses in [U.C. Berkeley's Course Catalog](#).



## **Madeline Wu**

BS 05 & MBA 16

**Mission Investing Officer**

**The David and Lucile Packard Foundation**

“ I chose Haas because I knew the social impact culture and values of the community were aligned with mine. I wanted to explore impact investing more broadly and knew I could create those opportunities at Haas. I learned how to cultivate my own leadership style to create long-lasting change in the social and environmental impact sectors.”

# SOCIAL IMPACT IN THE FIELD

Consult with nonprofits, help scientists bring clean tech to market + more.

## **Social Sector Solutions**

Solve complex problems for clients in the nonprofit, public, and social enterprise sectors, coached by McKinsey & Company consultants.

## **Haas Socially Responsible Investment Fund**

Gain first-hand experience producing financial returns with positive social impact.

## **Center for Responsible Business Consulting Project Courses**

Team up with clients such as Airbnb, Nike, Dow, and eBay to solve sustainability and corporate responsibility challenges.

...more experiential learning courses on the next page...

## **Berkeley Board Fellows**

Make a difference in the local community by serving on the boards of local nonprofits.

## **Cleantech to Market**

Transform cleantech research into market opportunities in partnership with scientists, engineers, and other graduate students and industry professionals.

## **International Business Development Program**

Address pressing social and environmental problems for clients around the globe.

## **Social Lean Launchpad**

Rapidly design and start a social venture.

Note: Most Berkeley-Haas social impact courses are open to both full- and part-time MBA students. See the EMBA program website for information about [electives and field immersions in the Berkeley MBA for Executives Program](#).





**Eli Andrews**

EMBA 17

**Director of Innovation  
Accelerate Change**

“ I’m a better coach and advocate for our data-driven approach to social impact because of the Data and Decisions course that I took at Haas. The opportunities for leadership growth within the program are transformational and directly applicable to my work.”

# INSTITUTE FOR BUSINESS & SOCIAL IMPACT

Helping you create your own path to a rewarding career

The core of social impact at the Haas School is found at the [Institute for Business & Social Impact \(IBSI\)](#), a leading research center that also serves as a hub for student activities, organizations, and projects. Within IBSI, you'll find:

- **Center for Responsible Business** – One of the country's first programs at a business school to integrate the goals of social and environmental responsibility with for-profit business models.
- **Center for Social Sector Leadership** – Offers a combination of leading research and hands-on field opportunities, including the [Haas Impact Investing Network](#).

# ENERGY INSTITUTE AT HAAS

Bridging the gap between energy research and the marketplace

The [Energy Institute at Haas](#) works to bridge the gap between the frontiers of economic and scientific energy research and the marketplace. The institute strives to ensure that energy and environmental policy is based on sound economic and business principles.

Every March, the institute hosts the [Power Conference](#), where energy thought-leaders from around the world meet to discuss research and policy.

# FACULTY

They've walked the talk, and will champion your desire to make an impact.





## **Ernesto Dal Bó**

*Faculty Research Director, Center for Social Sector Leadership  
Phillips Girgich Professor of Business at Berkeley-Haas*

The goal of Dal Bó's research is to shed light on how economic forces shape and are shaped by the health of political and social institutions. He applies his analytical methods and insights to the challenge of making societies both more prosperous and more just.

A winner of several faculty awards, Dal Bó teaches Ethics and Responsible Business Leadership in the MBA program.



## **Ben Mangan**

*Executive Director, Center for Social Sector Leadership  
Lecturer at Berkeley-Haas*

For his work in social impact leadership and management, Ben Mangan has been recognized with the James Irvine Foundation Leadership Award, the Tipping Point Community Award, and as *Fast Company's* Social Capitalist of the Year.

He is a Senior Fellow at the Aspen Institute and an appointee of the Community Advisory Council of the Federal Reserve Board. Prior to joining Berkeley-Haas, Mangan co-founded EARN, a nonprofit social venture offering micro-savings technology, and held executive roles in Ernst & Young's Public Private Development Group and at the early virtual currency tech firm beenz.com.



## **Kellie McElhaney**

*Founding Faculty Director, Center for Responsible Business  
Adjunct Associate Professor at Berkeley-Haas*

A teacher, author, and consultant, McElhaney established the Center for Responsible Business in 2003 and solidified Corporate Social Responsibility as a competitive advantage of Berkeley-Haas.

McElhaney wrote the definitive book, *Just Good Business—The Strategic Guide to Aligning Corporate Responsibility and Brand*. A sought-after speaker and consultant, she has worked with numerous global 1000 companies including HP, eBay, Walmart, Gap, and Ford Motor Company. Her current focus of research and teaching is the impact of women and gender parity in business.



## **Kristiana Raube**

*Executive Director, Institute for Business & Social Impact  
Director, Graduate Program in Health Management  
Executive Director, International Business Development Program  
Adjunct Professor at Berkeley-Haas*

Raube has worked to design programs that address both the study of business and the broader goals of poverty reduction, healthcare access, and social justice. As part of this work, she has conducted research and consulting projects in over 60 countries in Africa, Latin America, and Asia.

Her goal at the Institute for Business & Social Impact is to expand programs that link for-profit business with social and environmental sustainability.





## **Nora Silver**

*Founder and Faculty Director, Center for Social Sector Leadership  
Adjunct Professor at Berkeley-Haas*

A serial entrepreneur, Silver has founded several nonprofit social enterprises. She also works with numerous nonprofits, businesses, governments, foundations, and universities worldwide as an organizational consultant.

Silver received the Aspen Institute's Faculty Pioneer Award in recognition of her course, "Large-Scale Social Change: Social Movements," in which students study and identify commonly used social-change levers, and learn how to frame effective social movement strategies.



## **Robert Strand**

*Executive Director, Center for Responsible Business*

*Lecturer at Berkeley-Haas*

*Assistant Professor of Leadership & Sustainability at the Copenhagen*

*Business School Centre for Corporate Social Responsibility*

Strand's research and teaching focus on the strategic aspects of sustainability. These include the role of the Chief Sustainability Officer, corporate governance of sustainability, comparing global approaches to sustainability with particular focus on U.S. and Scandinavia, and theory of the firm with a focus on ethics of the corporation and considering the role of corporations in society.

Prior to joining academia, Strand spent a decade in industry with IBM and Boston Scientific in a range of roles in manufacturing, supply chain, marketing, strategy, and investor relations.



## **Laura D'Andrea Tyson**

*Faculty Director, Institute for Business & Social Impact*

As an economist, policy-maker, professor, and former dean, Laura Tyson has long been a leading champion of ways to re-think the role of business in society.

Tyson has served as Chair of the President's Council of Economic Advisers and as Director of the White House National Economic Council. She currently co-chairs the World Economic Forum's Global Future Council on Education, Gender and Work and is the co-author of *Leave No One Behind*, a report for the United Nation's High-Level Panel on Women's Economic Empowerment.

At Berkeley-Haas, Tyson has helped launch the school's Center for Responsible Business, Global Social Venture Competition, and Philanthropy University. She is the founding faculty director of the Institute for Business & Social Impact, where she is currently working to launch an initiative on women in business and the links between gender parity and national economic performance.

# CLUBS + CONFERENCES + CASE COMPETITIONS

Address meaningful challenges. Build valuable career experience.

## **Berkeley Energy & Resources Collaborative (BERC)**

Plug into energy and environmental issues as part of an active network of students, faculty, alumni, and industry professionals.

- **BERC Innovative Solutions Consulting** – Tackle the challenges that leading energy and resource firms face as part of this student-led consulting group.
- **Cleantech University Prize Competition** – Form an energy or resource startup and compete to win \$50,000 in this event sponsored by the U.S. Department of Energy.
- **Energy Summit** – Be part of an annual conference attracting more than 600 energy leaders.

## **International Development & Enterprise Club (IDEC)**

Explore the relationship between enterprise and international development in sectors ranging from financial services to public health to agriculture.

## **Net Impact Club**

Connect with students and alumni through social impact speaker series, conferences, and career treks to local firms such as Clif Bar and Revolution Foods.

## **Global Social Venture Competition (GSVC)**

Gain mentoring, exposure, and access to more than \$80,000 in prize money in this competition founded by Berkeley MBA students in 1999.

## **Patagonia Case Competition**

Tackle the interconnected business and sustainability aspects of a real-life issue facing outdoor gear retailer Patagonia.



**Angela Steele**

MBA 16

**Project Manager**  
**BRIDGE Housing Corporation**

“ Participating in the Bank of America Low Income Housing Challenge with a team of graduate students in business, law, city planning, and architecture was eye-opening. We created a proposal for low-income housing on Treasure Island. It was a semester-long project that exposed me to every aspect of residential development.”

# SPEAKERS EXPAND KNOWLEDGE & NETWORK

Access leaders in business and research across the social sector.

A robust slate of speakers makes Berkeley-Haas a gathering place for leaders in social impact to share their knowledge. Past speakers have included:

- Walter Robb, Co-CEO, **Whole Foods Market**
- David Pottruck, former CEO, **Charles Schwab**
- Lisa Jackson, VP of Environment, Policy and Social Initiatives, **Apple**
- Kat Taylor, Co-Founder and Co-CEO, **Beneficial State Bank**
- Kenneth Roth, Executive Director, **Human Rights Watch**

# FINANCIAL SUPPORT FOR YOUR MBA

Awards to help you work toward a more just and sustainable world

Each of our MBA programs offers different social-impact-focused scholarship and fellowship options:

- **Evening & Weekend MBA Program** – Nonprofit and public service scholarships and diversity scholarships are offered to students currently employed in the nonprofit or public service sectors and to those with a proven commitment to promoting diversity.
- **Full-time MBA Program** – The Institute for Business & Social Impact offers three fellowships to full-time MBA students focused on social impact: the Jacobs Foundation Fellowship, the Spivack Social Impact Fellowship, and the Center for Responsible Business Fellowships.
- **MBA for Executives Program** – Executive MBA fellowships are offered to exceptional students who bring diversity and industry uniqueness to the program, including those who work in the nonprofit or public service sectors.



Financial support is also available if you want to pursue social sector internships or post-graduate work. The [Haas Social Impact Fund](#) provides grants to first-year full-time MBA students who accept summer internships in the social sector.

The [David and Lucile Packard Foundation Fellowships](#) offer recent business and policy graduates a paid 15-month philanthropy position.

**Berkeley-Haas will even waive your application fee if you are a nonprofit or public service employee** applying to the Executive or Evening & Weekend MBA program. Simply fill out the [Application Fee Waiver Request](#), and admissions staff will get back to you promptly with eligibility confirmation and next steps.

# ALUMNI IN SOCIAL IMPACT

Learn how Berkeley-Haas helped these alumni make an impact on the world.





# Cristy Johnston Limón

EMBA 16

## Executive Director Destiny Arts Center

As the Executive Director of a nonprofit violence prevention, arts education, and cultural center in Oakland, California, Cristy Johnston Limón knew business skills would serve her well in ensuring the future of the organization.

Significant growth in services provided and in operating budget posed some structural challenges. “Now I can look at our balance sheet and P&L with greater understanding. I can talk with our board at a deeper level of analysis.”



# Rob Kaplan

MBA 07

## Managing Director The Closed Loop Fund

Rob Kaplan started his career in CSR on a Berkeley-Haas team of MBA students developing a green marketing strategy for Fetzer wines—which led to a job with Fetzer’s parent company as its Manager of Corporate Responsibility. From there he worked to eliminate 20 million tons of greenhouse gases from Walmart’s supply chain before being promoted to Director of Product Sustainability.

Today, Kaplan is the Managing Director of The Closed Loop Fund, which provides municipalities with access to capital to build comprehensive recycling programs.



**C L O S E D**  
**L O O P** *fund*



## Paul Rice

MBA 96

### Founder Fair Trade USA

Paul Rice worked with impoverished coffee growers in Nicaragua before coming to Berkeley-Haas with the express aim of launching a U.S. Fair Trade movement.

He wrote his business plan in an Entrepreneurship class, and by 1998 had secured funding and started Fair Trade USA, which has now partnered with more than 800 companies, including Walmart, Starbucks, and Whole Foods, and expanded the “Fair Trade Certified” label beyond coffee to include everything from apparel to wine.



**EVERY  
PURCHASE  
MATTERS**

Quality Products. Improving Lives.  
Protecting the Environment.



# Kristin Groos Richmond Kirsten Saenz Tobey

MBA 06

## Co-founders Revolution Foods

Berkeley-Haas is where Kristin Groos Richmond and Kirsten Saenz Tobey met, generated their idea for Revolution Foods—a company that would expand access to healthy school lunches—and won the 2007 Global Social Venture Competition.

Revolution Foods has since grown into a \$100+ million company that serves healthy food to hundreds of thousands of students across the country each day and has expanded into retail product sales.



# READY TO MAKE YOUR MARK? START WITH A BERKELEY-HAAS MBA

Pursuing a social impact career takes dedication, drive, and passion for your beliefs.  
Join a community that shares those traits and will support you on your journey.

[LEARN MORE](#)