



Sarah Kaplan

Distinguished Professor of Gender & the Economy, Professor of Strategic Management and a Fellow of the Lee-Chin Institute at Rotman

Sarah Kaplan is Distinguished Professor, Director of the Institute for Gender and the Economy (GATE), Professor of Strategic Management, and Fellow of the Lee-Chin Family Institute for Corporate Citizenship at the University of Toronto's Rotman School of Management. She is a co-author of the bestselling business book, *Creative Destruction*. Her latest book—*The 360° Corporation: From Stakeholder Trade-offs to Transformation*—is based on her award-winning course at the Rotman School. In it, she shows companies how to avoid simple “greenwashing” or “pinkwashing” in addressing corporate social responsibility.

She lays out a roadmap for organizational leaders who have hit the limits of the supposed win-win of shared value to explore how companies can cope with real trade-offs, innovating around them or even thriving within them. She recently collaborated with Peter Dey on the report “Governance 360°: Where are the directors in a world in crisis?” which provides guidelines for boards of directors to navigate the challenges of the 21st century. Formerly a professor at the University of Pennsylvania's Wharton School (where she remains a Senior Fellow), and an innovation specialist for nearly a decade at McKinsey & Company, she has her PhD from MIT's Sloan School of Management. More info at: <https://sarahkaplan.info/>.