

# MARK COLEMAN

**Husband. Father. Author. Advisor. Entrepreneur.**

(m) 315-209-2965 · (e) mark@cmm-insights.com · <https://www.markcolemaninsights.com/>

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Mark Coleman is an award-winning author and a recognized voice, business advisor, entrepreneur, and consultant on sustainable enterprise and the convergence of energy, technology, environmental stewardship, and innovation.

Mr. Coleman has strategic advisory and pragmatic hands-on experience working as business consultant and strategist in energy, technology, and environmental sustainability. He leverages his complement of business, technical, and operational knowledge to provide sound business and design recommendations to improve and advance client goals.

As *Director of Advisory and Innovation* within the Advanced Energy business segment of TRC, Mr. Coleman works with leaders across the organization and with partners and clients, to strategically advance best-in-class integrated solutions. Through intentional design

and delivery of transdisciplinary teams, Mr. Coleman works at the nexus of energy innovation and the emergent sustainable economy, marked by solutions which are decarbonized, digital, decentralized, and which also embody social impact, environmental justice, and economic equity at their foundation.

As an award-winning and best-selling author, Mr. Coleman is a recognized voice on the convergence of sustainability, environmental stewardship, energy, technology, entrepreneurship, and innovation. Mr. Coleman also serves as an adjunct instructor at the Whitman School of Management at Syracuse University where he teaches undergraduate and graduate-level classes in Sustainable Enterprise and Managing Sustainability. Prior to TRC, Mr. Coleman held leadership positions with prominent applied research, academic, manufacturing, government, not-for-profit, and management consulting organizations.

In 2017 Mark was recognized by Trust Across America-Trust Around the World (TAA-TAW) as a Top Thought Leader in Trust. Throughout his career Mr. Coleman has advised hundreds of organizations in the areas of sustainability, risk, innovation, operational effectiveness, business strategy and development. For 15 years, Mr. Coleman led the design, development, and facilitation of an annual peer-to-peer network involving 35 of the largest corporations of the world, working to advance the clean-up of their environmental liabilities through shared best practices, technology deployment and innovation, regulatory and business intelligence, and better operational performance and environmental risk management.

Mark's third book, "*The Dignity Doctrine: Rational Relations in an Irrational World*" was published in August 2020 (SelectBooks Publishing, New York). The book was awarded a Silver Medal by the Axiom Business Books Awards in the Business Ethics category. In 2014 Mark's second book, the award-winning title, *Time to Trust: Mobilizing Humanity for a Sustainable Future*, was published by MotivationalPress. *Time to Trust* was also awarded a Silver Medal by the Axiom

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Business Books Awards in the Business Ethics category and in 2015; additionally, this book was an Award-Winning Finalist in the Social Change category of the 7th Annual International Book Awards sponsored by American Book Fest. *Time to Trust* followed his 2012 seminal book release, *The Sustainability Generation: The Politics of Change and Why Personal Accountability is Essential NOW!* published by SelectBooks. Mr. Coleman's books highlight his perspective on holistic systems-level logic and theory for advancing humanity beyond the status quo toward more integrated models of sustainable development.

Mark currently serves as a member of the Board of Trustees for Cayuga Community College. Mark is also a Member of the Board for IoTRight/IntelAQ, an Industry 4.0 company working to integrate “smarter, healthier, and more efficient IoT smart systems.” Mark also serves as a member of the Board for Ecology Prime, which is “creating the world’s go-to resource and publishing platform for students, consumers and businesses for environmental information and global collaboration.” Mark is also currently serving as an advisor to the ReCREATE India Research Foundation, a research and advocacy enterprise that aims to catalyze and advance the remanufacturing industry in India.

Mark has been an active blogger with the Huffington Post, Impakter, and IntelligentHQ and has published numerous articles with leading organizations and journals, including the American Public Works Association (APWA), GreenBiz.com, Environmental Leader, *Triple Bottom Line Magazine*, *NOVA Holistic Journal*.

Mr. Coleman resides in the Finger Lakes region of New York with his wife Aileen and two sons, Owen and Neal.

## Other Accomplishments and Affiliations

- Member of the Board of Trustees of Cayuga Community College
- Member of the Board, IoTRight/IntelAQ, (<https://iotright.com/>)
- Member of the Board, Ecology Prime (<http://ecologyprime.com/>)
- Advisor, ReCREATE India Research Foundation (<https://recreateindia.org/>)
- Adjunct Professor, *Sustainable Enterprise and Managing Sustainability*, Whitman School of Management at Syracuse University (Graduate and Undergraduate, 2018-Present)
- Technical Committee Member, *Technical Committee 13 – Environmental*, American Railway Engineering and Maintenance-of-Way Association (AREMA),  
[https://www.arema.org/AREMA\\_MBRR/Committees/13.aspx](https://www.arema.org/AREMA_MBRR/Committees/13.aspx)
- Former Member of the Board to three not-for-profit organizations: *Greater Rochester Clean Communities Coalition*, <https://grcc.us/>, the *Sustainable Manufacturing Network (SMN)*, <http://sustainablemfr.com/>, and *B9 Plastics*, <http://www.b9plastics.org/>.
- Recognized by *Trust Across America-Trust Around the World* (TAA-TAW) as a 2017 Top Thought Leader in Trust.
- Award-winning author of three books: “*The Dignity Doctrine: Rational Relations in an Irrational World*” published by SelectBooks, 2020; “*Time To Trust: Mobilizing Humanity for a Sustainable Future*” published by Motivational Press, 2014; and, “*The Sustainability*

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*Generation: The Politics of Change and Why Personal Accountability is Essential NOW!"*  
published by SelectBooks, 2012.

- Contributor to the 2017 book, "Sustainability in the Gulf: Challenges and Opportunities," published by Routledge. Edited by Elie Azar and Mohamed Abdel Raouf, "Sustainability in the Gulf" provides a deep analytical perspective and context on development challenges associated with the swift economic and demographic growth that has occurred among Gulf Corporation Council (GCC) countries, particularly in the past decade. Mr. Coleman contributed to Chapter 10 of the book, "Sustainability Assessment for Real Estate in UAE: The case of Masdar City" with lead author, Natalia Karayaneva.
- Author and speaker to energy industry associations including the American Public Works Association (APWA), Association of Energy Service Professionals (AESP) and American Council for an Energy-Efficient Economy (ACEEE).
- Speaker on business strategy, solutions and personal growth and development across the subjects of sustainability, environmental stewardship, energy, technology, entrepreneurship and innovation.

For additional information about Mark:

- Web: <https://www.markcolemaninsights.com/> and <https://www.cmm-insights.com/>
- Twitter: @TheSustainGen
- LinkedIn: <https://www.linkedin.com/in/markcolemannow>
- Resources:
  - Huffington Post: <http://www.huffingtonpost.com/markcoleman/>
  - IntelligentHQ: <https://www.intelligenthq.com/mark-coleman/>

