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Nationally Known Executive Recruiter Authors ‘Tailoring the Green Suit,’ Urges Millions of Business Professionals to Trade in Their Gray Pinstripes for Green Ones

Author Dan Smolen believes that millions of U.S. business executives—from the recently graduated to the most-seasoned—are missing the career opportunity of a lifetime because they have not transformed themselves into well-trained, respected, and passionate green business leaders—“The Green Suits.”

In his new career book, *Tailoring the Green Suit: Empowering Yourself for an Executive Career in the New Green Economy*, Smolen writes that the fast-growing global “green” economy already demands talented business executives in the corporate ranks to increase profits, benefit people through corporate social responsibility, and help save the planet through well-managed renewable energy and resource sustainability programs. But there is a rub: “While millions of successful professionals are committed to ‘going green,’ few of them have landed green executive jobs because [they] lack required training, knowledge, and experience in sustainability and corporate social responsibility.”

“Over the past three years, dozens of ‘green jobs’ books have been written. And high profile advocates like former White House ‘green jobs czar’ Van Jones have helped make green jobs development a potent political issue. Yet, no books have spoken directly to business executives who want to leverage their well-developed management talents in green executive roles, that is, until I published this book.”

He writes that “no aspect of business will be more-impacted by the new green economy than human capital. Those business executives that begin acquiring current green business information and knowledge, those that quickly become green leaders in their companies and organizations, will enjoy far greater success than those that are late to the gate.” And the sheer numbers of The Green Suits will surely make a huge impact on business.

Using credible sources such as U.S. Census data and market research covering green attitudes and preferences, Smolen estimates that an astounding number—as many as 68 million U.S. business executives—will join The Green Suits’ ranks. Within this universe, he believes that a formidable sub-group of “green practicing” executives—men and women defined by their “greenness”—will become The Green Suits’ leading advocates for green business career development, deliver to their corporate boardrooms enormous returns-on-investment, seize opportunities to address business gatherings on their successes, write and publish well-read opinion pieces, and lead by example by becoming a mass-transit commuter, and promoting tele-work.

And despite the fact that so many business executives have lost jobs and remain out-of-work, Smolen believes that “our best days lie ahead.”

Tailoring the Green Suit: Empowering Yourself for an Executive Career in the New Green Economy
By Dan Smolen
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About the Author

Dan Smolen is a nationally recognized executive recruiter, serial entrepreneur, direct and interactive marketing specialist, environmental and public-policy activist, past-chairman of a large regional political organization, and writer. A native of New Haven, Connecticut, Smolen has written *Tailoring the Green Suit: Empowering Yourself for an Executive Career in the New Green Economy* as a “process book,” designed to help aspiring green business executives gather the skills and experiences they need to enjoy long and successful careers in green business and corporate sustainability.

Suggested Interview Questions

1. Who are The Green Suits?
2. Why is it so difficult to define a green job?
3. What is your definition of a green business executive job?
4. You mention that The Green Suits universe may be as large as 68 million U.S. executives. How did you arrive at that number? Further, how did you determine the “cohorts” that comprise The Green Suits universe?
5. “Green jobs” remain a potent political issue. Why is that the case?
6. What steps must The Green Suits take to become successful in the new green economy?
7. In your book, you write than The Green Suits need to “walk the walk, and talk the talk.” What does that mean?
8. What factors in your life and career led you to write *Tailoring the Green Suit*?
9. In your opinion, what are the long-term career prospects for The Green Suits?

Story Ideas

1. The Millennial Generation or “Generation Y” is a much larger demographic group than the Baby Boomer Generation. And it will lead the New Green Economy. But what steps will “Gen Y” men and women need to take to succeed in green business careers?
2. In 1970, economist and Nobel laureate Milton Friedman wrote that the “only social responsibility of business is to make profits” for investors. Forty years later, the social responsibility of business is to maximize the “triple bottom line,” to make profits, but also to serve people, and protect the planet. What steps led to this green revolution in the corporate boardroom?
3. Green business is not just about renewable energy and green technology. Could a conventional executive job—say a V.P. of Finance assignment—be a green executive job? The author of a book on green business career development says, “Absolutely!”
4. Green entrepreneurs are building tomorrow’s renewable energy and technology innovations. They are also poised to restart the American economy. How will green-suited entrepreneurs build profits, but also benefit people and save the planet?
5. What do some successful green start-up businesses and green business executives have in common? Both have formed “advisory boards” to overcome their experience cavities.

6. Why must pro-green business executives remain the biggest green skeptics? An author of a new book on green business executive career development offers some important reasons.
7. Virtual Chief Marketing Officers, Electric Fueling Station Builders, Green Collaborators, and other eco-entrepreneurs you have never heard about (but soon will).
8. Why a “Green MBA” is not enough. The surprising steps savvy executives have taken to fulfill management’s green goals, and their own green careers.