

THE 100 MOST INFLUENTIAL PEOPLE IN BUSINESS ETHICS

The Following list of 100 individuals represents those that had significant impact in the realm of business ethics over the course of the year. Although many listed here are deserving of a lifetime achievement award, this list recognizes those that have made a significant impact specifically during 2010.

These individuals represent nine distinct categories; Government and Regulatory; Business Leadership; Non-Government Organization (NGO); Design and Sustainability; Media and Whistleblowers; Thought Leadership; Corporate Culture; Investment and Research; and Philanthropy.

Some are world famous and some are unknown, but from designing sustainable packaging to recovering billions of dollars from ponzi schemes, the following 100 individuals have impacted the world of business ethics in ways that will continue to resonate for many years.

The Advisory Board: The following individuals helped Ethisphere in creating this year's list.

MARIANNE JENNINGS
Professor of Management
W.P. Carey School of
Business at Arizona State
University

CHARLES ELSON
Director of the John L.
Weinberg Center for
Corporate Governance
University of Delaware

MARY GENTILE
Director, Giving Voice
to Values and Senior
Research Scholar
Babson College

DAVID LOVELL
Head of School of Human-
ities and Social Sciences
The University of New
South Wales

Categories

The winners are broken down into the following eight core categories:

Government and Regulatory:

Did the individual impact government rules or enforcement trends?

Business Leadership:

Did the individual substantially transform a specific business' operational practices consistent with profitable ethical leadership, forcing competitors to follow suit or fall behind?

Non-Government Organization (NGO):

Did the individual impact a company's (or industry's) practices through external, on-regulatory leadership either through positive collaboration or negative publicity for a positive end?

Design and Sustainability:

Did the individual substantially contribute to or lead a product or service redesign, which resulted in less natural resource use, or increased consumer acceptance of sustainability without diminishing the quality of the original product or service?

Media and Whistleblowers:

Did the individual raise awareness on a critical issue or expose corruption?

Thought Leadership:

Did the individual conceive of new approaches or otherwise materially contribute to the field of business ethics theory in a way that could be easily applied by corporate leaders?

Corporate Culture:

Did the individual show success to transforming the ethical culture and behavior of a corporation or institution, particularly if such corporation or institution previously had a less than ethical culture and values system?

Investment and Research:

Did the individual impact corporate behavior through influencing investor decisions and the deployment of investment capital due to research or institutional fund management practices?

Philanthropy:

Did the individual donate a substantial amount of money towards a cause or organization that significantly promotes business ethics?



No.
100

Christy Wood

Chairman

ICGN

Thought Leadership

Wood is Chairman of the International Corporate Governance Network (ICGN) Board of Governors. ICGN is a membership group of governance experts and institutional investors and spent 2010 hosting an influential conference on global corporate governance best practices.

No.
98

Christiana Figueres

Head of the Secretariat

UNFCCC

NGO

United Nations Framework Convention on Climate Change (UNFCCC), under Figueres leadership, held a very public meeting in Cancun to help fight climate change -- The results were not as great as hoped, but UNFCCC is progressing efforts around clean energy and climate change.

No.
97

Tensie Whelan

President

Rainforest Alliance

NGO

In 2010 the Rainforest Alliance maintained its leadership in the environmental conservation arena. Last year the Alliance continued to secure high profile corporate clients that aspire to improve their global sustainability efforts.

No.
96

Peter Webster

Executive Director

EIRIS

Investment and Research

EIRIS, under Webster's leadership, is a leading investment organization dedicated to researching and investing in companies that focus on environmental, social and ethical issues. In 2010 EIRIS helped develop ethical investments from FTSE.

No.
94 (tie)

Joe Palazzolo

Journalist

The Wall Street Journal

Media and Whistle-Blowers

Palazzolo, along with Rubinfeld (right), created Wall Street Journal's Corruption Currents blog. The site provides daily updates and articles from around the Web on anti-corruption and anti-bribery developments and related issues.

No.
99

Kamal Kar

Visiting Fellow

Institute of Development Studies

Design and Sustainability

Last year, Kar helped improve sanitation processes in developing countries both by helping to develop new sanitation facilities and by encouraging local populations to use the new facilities. His efforts helped prevent various life threatening diseases transmitted through unclean water in more than 39 countries, ranging from Bangladesh to Malawi.



No.
99

No.
94 (tie)

Samuel Rubinfeld

Journalist

The Wall Street Journal

Media and Whistle-Blowers

The Wall Street Journal recently launched its "Corruption Currents" blog, a compilation of top news stories around the world that cover anti-corruption and anti-bribery efforts. Rubinfeld, along with Palazzolo (left), created the blog. Although there are many comprehensive anti-corruption related blogs and web resources available, the Corruption Currents blog receives added points because of the large audience that the Wall Street Journal is able to reach. We expect the blog to gain further notoriety throughout 2011.

No.
93

Susan Forsell
VP Supply Chain, Quality Systems
McDonald's USA
Design and Sustainability

Forsell earns a spot on this list after McDonald's issued its 2010 annual supply chain sustainability award. We find that it is often all too easy to overlook the impact from deep supply chains of multinational companies when it comes to sustainability and other ethics issues. Recognition like this helps to reinforce the impact and value of "green" suppliers.

No.
92

Prince Charles
Prince
Wales
Thought Leadership

Charles Philip Arthur George ("Prince Charles"), spent 2010 campaigning for environmental stewardship. His efforts can be seen in a recently released documentary, "Harmony: A New Way of Looking at our World."

No.
91

Dick Bednar
Coordinator
CIECI
Thought Leadership

Many industries are forming ethics-focused membership initiatives, but only a handful of them seem to be truly effective. The Construction Industry Ethics and Compliance Initiative (CIECI) is one such effective industry initiative. CIECI in 2010 increased the resources it provides to its members and continues to champion ethics issues in the construction industry.

No.
90

Joe Solmonese
President
Human Rights Campaign
NGO

The Human Rights Campaign (HRC) is an influential group promoting worker rights for gay, lesbian, bisexual and transgender employees. Under Solmonese's leadership, HRC was busy in 2010 issuing a number of thought leadership pieces and events promoting its cause.

No.
89

Ellen Iobst
Chief Sustainability Officer
Sunny Delight
Corporate Culture

Iobst earns a spot on this list after Sunny Delight announced that its manufacturing plants achieved zero waste to landfill in 2010. Many companies set zero waste to landfill goals for 2020, Sunny Delight deserves special recognition for accomplishing this feat in 2010.

No.
92



No.
88

Ron James
President & CEO
Center for Ethical Business Culture
NGO

The Center for Ethical Business Culture (CEBC), a non-profit organization affiliated with the University of St. Thomas in Minnesota, is a leading business ethics thought leadership organization. Under James' leadership, the CEBC held a number of ethics-related events for its membership base of national and regional companies in 2010.

No.
86

Clare Lockhart
Co-Founder
Institute for State Effectiveness
Non-Government Organization

In 2010 the Institute for State Effectiveness (ISE) spent a significant amount of time and effort in Afghanistan to promote Transparency there. Lockhart (along with Ghani, tied for the #86 spot, below), founded the organization in 2005. At a time when many governments around the world appear to be giving up hope on fighting corruption in Afghanistan's government, the work of organizations like the ISE has become much more important.

No.
86

Ashraf Ghani
Co-Founder
Institute for State Effectiveness
NGO

Along with his colleague Clare Lockhart (above), Ghani makes the list for his efforts working to fight corruption in Afghanistan. Ghani co-founded the Institute for State Effectiveness with Lockhart in 2005, but the organization's mission has never been more important than in 2010.

No.
85

Mark Makepeace
CEO
FTSE Group
Investment and Research

Makepeace makes the list as the top officer at FTSE, which oversees the FTSE4Good Index, a great CSR-focused index that many multinational companies aspire to join (and companies announce their membership with much fanfare). To maintain membership in the index, companies must continue to develop significant CSR initiatives and prove their commitment to key ethics issues. Companies that don't focus on CSR are dropped from the Index.

No.
84

Rich Lechner
VP Energy & Environment
IBM
Corporate Culture

IBM topped Newsweek's second annual "Green Rankings," a ranking of the largest 500 U.S. corporations by environmental efforts (as well as the 100 largest global corporations). Lechner earns a spot on this list for leading the company's sustainability efforts in 2010 and helping earn the company a top spot on Newsweek's rankings.

No.
83

Michael Hershman
President
The Fairfax Group
NGO

Hershman spent 2010 tirelessly traveling the globe to help fight corruption and bribery in the public sector. Hershman and his company, The Fairfax Group, work with governments around the world to develop best-in-class anti-corruption programs.

No.
82

Arlen Specter
Senator
U.S. Senate
Government and Regulatory

Some say the most effective senator is an outgoing senator (i.e. there's nothing left to lose for speaking one's mind). Specter may have taken that to heart in 2010 when he was outspoken in saying that the U.S. Department of Justice should fine executives personally for FCPA violations, rather than just imposing huge fines on the company.

No.
81

Lola Gonzalez
Founder
Accurate Background Check
Business Leadership

In 2010, Gonzalez voluntarily laid herself off from her own company (and six-figure salary) in order to ensure that her employees would not have to lose their jobs.

No.
80

Brad Smith
General Counsel
Microsoft
Corporate Culture

Smith and Microsoft granted free licenses for Microsoft products to Russian NGOs, partly as a way to combat claims that the company was abetting crack downs on political dissidents and other activists.

No.
80



No.
78

Toby Heaps
President and Editor
Corporate Knights
Thought Leadership

Heaps is the editor and publisher of Corporate Knights, a great Canadian magazine that covers business ethics and CSR. One of the highlights of the magazine each year is the magazine's "Best 50 Corporate Citizens" listing. In 2010 the company also began to become more active in policy debates, working to ensure business ethics as a legislative priority.

No.
79

Birgitta Jonsdottir
Member of Parliament
Icelandic Parliament
Government and Regulatory

In a year that cemented Julian Assange and Wikileaks as household names, Jonsdottir has been encouraging transparency efforts of her own, albeit in a more clear-cut legal manner. As a member of Iceland's Parliament, Jonsdottir is encouraging Iceland to be the transparency capital of the world through new legislation that would provide substantial protection for whistle-blowers. The outspoken Jonsdottir is not free of controversy, however, as she has been aligned with previous Wikileaks activity. Some opponents of her legislation argue that Iceland would become a haven of rogue computer hackers looking to steal confidential information.

No. 77
Stanley Fischer
 Governor
Bank of Israel
Government and Regulatory

Fischer is widely credited with maintaining strict fiscal discipline and helping to keep Israel out of financial trouble throughout 2010, a year that saw governments of all shapes and sizes struggling to manage the fallout from the recent recession.

No. 73


No. 74
Mindy Lubber
 President
CERES
Investment and Research

CERES, under Lubber's leadership, is a leading ethical investment firm. The company, which was founded in 1989 just after the Exxon-Valdez oil spill, has become a respected thought leader in ethical investing.

No. 73
Kate Heiny
 Sustainability Manager
Target
Design and Sustainability

Target has been promoting sustainability for many years now, but Heiny makes the list after Target announced in 2010 that it is adding recycling bins to U.S. stores. As a company with significant reach across the U.S., we anticipate this will have a tangible impact on consumers' recycling habits.

No. 72
Roy Snell
 CEO
Society of Corporate Compliance and Ethics
 NGO

The Society of Corporate Compliance and Ethics (SCCE) is a leading membership organization of corporate ethics and compliance officers representing major multinational corporations. The group provides a leading forum to share best practices in business ethics.

No. 71
Richard Cassin
 Author
The FCPA Blog
Thought Leadership

The FCPA was an important topic in 2010 (and will continue to be for years), and Cassin authors one of the most read and widely respected blogs on the subject, appropriately titled The FCPA Blog.

No. 69
Gary Aguirre
 Attorney
U.S. Securities and Exchange Commission
Media and Whistle-Blowers

Aguirre is a former SEC enforcement attorney who blew the whistle on Pequot Capital for allegedly trading on insider information. After all was said and done, it turned out he was right and the SEC was wrong to retaliate against him for insisting on problems. The agency ended up doling out \$755,000 in June of 2010 to compensate him.

No. 70
Chris MacDonald
 Author
Business Ethics Blog
Thought Leadership

MacDonald tirelessly writes the unique and informative Business Ethics Blog, a great source for articles on business ethics. In 2010, MacDonald continued to be a well-respected thought leader on the subject.

No. 76
Shai Agassi
 CEO
Better Place
Design and Sustainability

Agassi earns a spot on this list for his work as the head of Better Place, a Palo Alto-based company that develops electric car infrastructure. The company, which has subsidiaries around the world, helps promote rapid acceptance of electric vehicles.

No. 75
Hu Shuli
 Editor
Century Weekly
Media and Whistle-Blowers

As most people know, China is not a bastion of free speech when it comes to supporting rival political views. Hu earns a spot on this list for her role in overseeing a new investigative journalism outfit in China, Century Weekly. Hu has a reputation of aggressively going after controversial topics in China and will surely put this new weekly publication on the map.

No. 68
Ethan Zuckerman
 Founder
Global Voices
 NGO

Zuckerman founded an organization called Global Voices in 2004, a non-profit network of "global citizens" which promote transparency and freedom of speech online. In 2010, the company actively grew its citizen media newsroom, an international community of bloggers who publish stories covering the state of media transparency and freedom around the world. The group is based in The Netherlands and currently has more than 200 employees and contributors.

No. 66
Salam Fayyad
 Prime Minister
Palestinian National Authority
Government and Regulatory

Fayyad, the Prime Minister of the Palestinian National Authority, spent 2010 campaigning for increased public transparency and anti-corruption in the Palestinian government. Fayyad has a number of admirers within Western governments around the world, and was even named as one of Foreign Policy Magazine's top 100 thinkers of 2010.

No. 65
Marjorie Doyle
 Principal
Marjorie Doyle & Associates,
Thought Leadership

Marjorie Doyle, principal at the eponymous Marjorie Doyle & Associates, LLC, is a thought leader in business ethics and compliance. She and her firm spent 2010 working with companies to help develop new ethics and compliance initiatives and helping companies improve on their existing programs.

No. 64
Daniel Thelesklaf
 Co-Executive Director
Basel Institute of Governance
 NGO

The Basel Institute is an influential governance and risk management organization, particularly around anti-money laundering efforts. This year, under Thelesklaf's leadership, the Institute launched an anti-money laundering tool to help multinational corporations develop and improve on their internal anti-money laundering programs.

No. 67
Geoff Lye
 Executive Chairman
SustainAbility
 NGO

SustainAbility is a leading consultancy that advises companies on ethics and compliance and issues leading reports on new trends. In 2010, SustainAbility began the 'Rate the Raters' research project, a comprehensive research project that analyzes sustainability ratings issued by companies around the world.

No. 75



No. 63
Alexei Navalny
 Political Activist
Russia
Media and Whistle-Blowers

Navalny, a political activist in Russia, is a very active transparency advocate in his home country. His fame is growing every year as he leverages new web-based tools to promote his causes, such as increasing transparency in Russian companies' financial disclosure.

No. 62
Jermyn Brooks
 Director, Global Private Sector Programmes
Transparency International
Thought Leadership

Brooks, in 2010, established and launched a well respected anti-corruption verification framework for companies on behalf of Transparency International.

No. 61
Andrew Kassoy
 Co-Founder
B-Lab
Investment and Research

B-Lab, co-founded by Kassoy, helps promote open and transparent cultures at companies of all sizes through its B Corporation Certification. The organization recently launched its "Better" ad campaign, helping to promote ethics.

No. 60
Angel Gurría
 Secretary-General
OECD
Thought Leadership

Gurría makes the list after the OECD in 2010 issued the good guidance on internal controls, ethics, and compliance, an influential guide for creating an effective compliance program.

No.
59

Alexandra Wrage
President
TRACE
NGO

Wrage, who has made this list for several consecutive years, earns another spot for her truly tireless efforts towards combating corruption world-wide. TRACE continues to be a NGO with leading anti-bribery tools.

No.
58

Matthew Lee
Former Senior Vice President
Lehman Brothers
Corporate Culture

Lee was a former risk officer for Lehman who wrote a letter indicating that the company's accounting violated its own code of ethics. Mr. Lee, a 14-year-employee at the company, was fired. Lehman collapsed 4 months later. While this happened in 2008, his letter was discovered this year and so he is getting a somewhat late recognition.

No.
57

Vinod Khosla
Venture Capitalist
Khosla Ventures
Investment and Research

Khosla and his firm, Khosla Ventures, spent 2010 investing heavily in renewable energy sources. To help bring some name recognition to his efforts, Khosla recently brought former UK Prime Minister Tony Blair on board to help guide renewable energy investments.

No.
54 (tie)

Ron Cerven
Founder
Team Li-ion
Design and Sustainability

Cerven shares a spot on this list after he lead a team that created a 100 MPG Car and that won an X-Prize contest for the feat.

No.
54 (tie)

Oliver Kuttner
Founder and CEO
Edison2
Design and Sustainability

Kuttner, like Cerven (above), and his team won an X-Prize contest for creating a 100 MPG car. The contest, called the Automotive X-Prize, awarded three teams that were able to create a car with fuel efficiency better than 100 miles per gallon. For those who aren't familiar with the contest, the X Prize Foundation regularly issues challenges for contests ranging from fuel efficiency to space travel.

No.
46



No.
54 (tie)

Roger Riedener

Team Leader

X-Tracer

Design and Sustainability

Riedener, tied with Cerven and Kuttner (both listed to the left), earns his spot on this list for leading team X-Tracer, one of the three winners of the Automotive X Prize, a contest which awarded three teams for creating cars that could travel with fuel efficiency greater than 100 miles per gallon. X-Tracer won \$2.5 million as part of the prize.

No.
52

Martin Kreutner

Chairman

International Anti-Corruption Academy

NGO

Kreutner, the head of the International Anti-Corruption Academy, spent 2010 working to provide training to anti-corruption practitioners around the world. The IACA is a new institution, but there is a lot of hope that it will become a leading organization in the fight against corruption.

No.
53

Zachary Bentley

Investigator

Ven-A-Care

Media and Whistle-Blowers

Ven-A-Care profits from exposing health fraud by collecting bounties on whistle-blower suits -- this is a unique way to battle fraud. Bentley, who is the most prominent member of the organization, leads investigations. Notably, Ven-A-Care's methods underscore a number of concerns that companies have about the Dodd-Frank Act.

No.
51

Paul Bulcke

CEO

Nestle

Business Leadership

Nestle, under Bulcke's leadership, announced in 2010 that it will spend nearly \$500 million on supply chain sustainability. The bulk of that money will go towards coffee in particular, specifically focusing on sustainably grown coffee. The plan was announced in Mexico City in late 2010 by Bulcke.

No.
50

Peter Welch
Representative
U.S. House of Representatives
Government and Regulatory

Welch in 2010 introduced the Overseas Contractor Reform Act, a piece of legislation that bans government contractors from receiving federal contracts if the contractor is found to have violated the Foreign Corrupt Practices Act.

No.
49

Frank Baldino, Jr.
CEO
Cephalon
Business Leadership

Baldino makes the list for reimbursing Cephalon for his use of the company's private jet -- \$63,835 paid back in 2010. Despite security justifications offered by other companies for paying for their CEOs' vacation travel, Baldino does not use such cover -- he pays when it is personal. His trip, his dime.

No.
47 (tie)

Mike Lazaridis
Co-CEO
Research in Motion
Business Leadership

Lazaridis, tied on this list with Research in Motion Co-CEO Jim Balsillie, earns a spot for standing up to governments (particularly in the Middle East) that wanted the company to turn over private texts and phone information to prosecute dissidents.

No.
47 (tie)

Jim Balsillie
Co-CEO
Research in Motion
Business Leadership

Balsillie earns a spot on this list alongside Research in Motion Co-CEO Mike Lazaridis (see above) because of the way that his company handled requests from governments to turn over personal information on Blackberry users. Research in Motion pushed back on the requests, knowing that many of the governments were seeking personal information on political dissidents. Other companies will likely follow this example with future requests.

No.
46

Lily Safra
Philanthropist
Independent
Philanthropy

Safra makes the list after she donated \$12.3 million to Harvard University to help support the Edmond J. Safra Center for Ethics. The gift, in memory of Ms. Safra's late husband, Edmond Safra, will help to permanently endow the graduate fellowship program offered by the Center. The Center will cover ethics issues in a wide range of important topics, specifically in the business world.

No.
45

Paul Polman
CEO
Unilever
Business Leadership

Polman earns a spot on this list after he denounced the all too common short-term profit mentality that exists in business leaders today. Polman made his statements in an interview with the Financial Times.

No.
44

Bill Marriott
Chairman
Marriott
Business Leadership

Marriott makes the list this year for a number of sustainability and ethics related initiatives at Marriott Hotels that were launched in 2010. Notable work includes the company's efforts towards ethical sourcing and ensuring equal rights across the globe.

No.
47



No.
43

Kate Ellis
Employment Participation Minister
Australia
Government and Regulatory

Ellis spearheaded new anti-discrimination laws that were passed this year in Australia. Her efforts include allowing additional protection for female and elderly workers.

No.
42



Mike Robinson
VP Environment, Energy and Safety Policy
General Motors
Business Leadership

Robinson, as the head of General Motors' environmental and energy policy, earned a spot on this year's list after GM announced that 62 of its plants have become zero waste to landfill facilities. Similar to other individuals who worked towards reducing waste in their companies, GM's efforts are significant because they are way ahead of the curve in terms of timing. Many other companies aspire to accomplish this in 2020 or later, GM gets kudos for achieving it earlier.

Shan Ramburuth
Commissioner
South African Competition Commission
Government and Regulatory

Ramburuth, who is another repeat winner on Ethisphere's 100 Most Influential People in Business Ethics list, continues to be overshadowed by U.S. and EU regulators, despite his regular efforts to clamp down on cartel activity. In 2010, Ramburuth went after the polymer industry, among other industries, for alleged price fixing.

Rakesh Khurana
Professor
Harvard Business School
Thought Leadership

Khurana, along with Nitin Norhia (see #25), is the co-author of *The Handbook of Leadership Theory and Practice*. The Handbook helps support leadership studies as an important area of academic study. The Handbook, which was published in 2010, helps support the idea of business management as a profession.

Sharon Allen
Chairman
Deloitte
Corporate Culture

Allen makes the list this year for a number of reasons, including her role overseeing Deloitte's 'Ethics in the Workplace' report. That, along with other ethics initiatives, has helped solidify Deloitte as one of the most ethics-focused large professional services firms.

John Dugan
Founder and Chairman
Charity Navigator
Philanthropy

Charity Navigator, which is overseen by Dugan, indexes charities around the world and helps provide information for individuals looking to donate to charities that promote specific causes. Charity Navigator was created in 2001 but continues to grow in influence. In 2010, the company contained rating information on more than 5,000 charities and helped guide approximately \$10 billion in charitable donations.

No. 37

Sue Cischke
VP Sustainability, Environment and Safety Engineering
Ford Motor Company
Corporate Culture

Cischke makes this list after Ford, in 2010, became the first automotive company to join the Carbon Disclosure Project's Water Disclosure Program. The Water Disclosure Program helps large companies understand business risks and opportunities around water-related issues.

Wolfgang U.
Whistle-Blower
UBS
Media and Whistle-Blowers

This Austrian whistle-blower died in Swiss prison this year (suicide, allegedly) after revealing thousands of wealthy tax evaders.

Elizabeth Warren
Special Adviser
Consumer Financial Protection Bureau
Thought Leadership

Warren in 2010 became the head of the new Consumer Financial Protection Bureau. She was the primary champion of this new bureau since the financial crisis and already has shown signs that she will proactively work to establish new consumer protections in the financial world.

Michael Luscombe
CEO
Woolworth's Limited
Business Leadership

Australia-based Woolworth's Limited has a strong focus on ethics, which continued in 2010. In 2010, under Luscombe's leadership, notable initiatives from Woolworths include the company's Water Wise Project, various recycling programs and multi-million dollar investments in local community programs.

Huguette Labelle
Chair
Transparency International
NGO

Labelle, another anti-corruption expert who seems to have the energy of 10 people, was very active in 2010 representing Transparency International around the world at conferences and other leading anti-corruption events. TI grows in influence every year, and 2010 was no exception.

Len Sauers
VP Global Sustainability
Procter & Gamble
Design and Sustainability

Sauers makes the list after Procter & Gamble announced its new Supplier Environmental Sustainability Scorecard. The new Scorecard examines P&G's suppliers' efforts towards reducing energy, water, waste and greenhouse gas emissions. P&G will reexamine the suppliers it uses based on the results of the Scorecard.

Danny Holmes
Former Police Officer
Kansas City Police Department
Media and Whistle-Blowers

Holmes won a \$6.5 million whistle-blower suit for wrongful termination after refusing to write a false report and hold on to a box of ammunition rather than turn it over for evidence. He made a strong example for others to follow around the country.

Robert Chatwani
Director Global Citizenship
eBay
Business Leadership

eBay has been a leader in sustainability for some time and recently made news for its new initiative: handing out 100,000 reusable shipping boxes to vendors. The boxes will first be given to some of eBay's most active sellers. Depending on whether or not the boxes stay within the eBay seller/buyer system, the company will decide whether or not it distributes another round of reusable boxes.



No.
34

Mo Ibrahim
Founder
Mo Ibrahim Foundation
Philanthropy

Ibrahim, through his Mo Ibrahim Foundation, awards incorruptible African leaders with financial rewards. The goal of the foundation is to help the economic and social prospects of African countries. The Foundation in 2010 also continued to publicly rank African countries by levels of corruption.

No.
28

Kathleen Edmond
Chief Ethics Officer
Best Buy
Corporate Culture

Edmond, another serial winner of the 100 Most Influential People in Business Ethics list, continues to operate with a high level of transparency and maintains a must-read blog for ethics and compliance officers. Edmond is one of the best examples of compliance officers who really engage with employees to further entrench the idea of ethical operations from the top down.

No.
27

Ernst Ligteringen
Chief Executive
Global Reporting Initiative
Non-Government Organization

Netherlands-based Global Reporting Initiative (GRI) has become the go-to source for CSR and sustainability reporting by major corporations. The group, headed by Ligteringen, spent 2010 hosting a major CSR conference, and continued to issue thought leader research articles around the important area of CSR disclosure.

No.
26

Jeff Bezos
CEO
Amazon.com
Business Leadership

Amazon has done a number of unique things in 2010. One of the most unique, particularly as its important to Amazon's industry, is a new initiative that develops stronger protection against billing fraud in Amazon.com transactions.

No.
25

Nitin Nohria
Dean
Harvard Business School
Thought Leadership

Nohria, along with Rakesh Khurana, wrote an influential Handbook on leadership as an important area of academic study. In 2010, Nohria also became dean of Harvard Business School (HBS) and is using the influential post to help promote business ethics initiatives throughout HBS.

No.
24

Dominique Strauss-Kahn
Managing Director
International Monetary Fund
Government and Regulatory

Strauss-Kahn had his hands full with debt crises around the world in 2010, but seemed to manage the various challenges he faced in an expert manner. The crises seemed to revitalized the importance of Strauss-Kahn's post at the IMF.

No.
23



No.
23

Andrew Cuomo
Attorney General
State of New York
Corporate Culture

Cuomo, despite a contentious campaign for governor of New York, aggressively went after a prominent member of his own political party, Steve Ratner, for alleged fraudulent activity. Cuomo has long been a high profile figure in fighting fraud, and doesn't seem to be slowing down, even after successfully winning his political campaign in 2010.

No.
22

Irving H. Picard
Trustee
Bernard L. Madoff Bankruptcy
Investment and Research

Picard, who is tasked with recovering money from the Madoff fraud, reached a \$7.2 billion settlement with the estate of Jeffrey Picower, an investor who profited from investing with Madoff. The money will go towards victims of the fraud.

No.
20

Robert Zoellick
President
The World Bank Group
Government and Regulatory

The World Bank Group oversees a number of important Ethics and Compliance-focused subdivisions and in 2010, under Zoellick's leadership, the World Bank Group continued to punish firms and countries that engaged in corrupt behavior. Similar to the IMF, the World Bank's prominence actually grew as a result of the recent financial crisis, as more organizations looked to it for support.

No.
21

Peter Löscher
CEO
Siemens
Business Leadership

Löscher is turning Siemens' reputation around and actively working to improve its anti-corruption controls. In fact, an article by The Economist pointed out how Siemens' market share has grown as a result of less bribery taking place.

No.
19

William Sessions
Chair
U.S. Sentencing Commission
Government and Regulatory

Under Sessions, the U.S. Sentencing Commission maintained its substantial influence over ethics and compliance programs, issuing various new guidance in 2010.

No.
18

Jeffrey Swartz
CEO
Timberland
Business Leadership

Timberland, a company with a strong focus on ethics, did a lot this year, including expanding its Green Index to its Entire Footwear Collection, and announcing a commitment to plant five million trees in five years. The trees will be planted in regions of Haiti and China that have experienced an unnaturally high rate of deforestation.

No.
16 (tie)

Warren Buffett
Co-Founder
The Giving Pledge
Philanthropy

Buffet, tied with Bill Gates (below), was the co-architect of The Giving Pledge, an effort for wealthy citizens to commit to donating half of their savings to charities over the course of their lives. The Pledge has already received the support of a number of high net-worth individuals and, as the initiative continues to gain steam, will likely continue to get many new members throughout 2011.

No.
16 (tie)

Bill Gates
Co-Founder
The Giving Pledge
Philanthropy

Gates, tied with Warren Buffet (above), earns a spot on this list for his role in creating The Giving Pledge, a high-profile movement encouraging high net worth individuals to commit to donating half of their wealth to charity over the course of their lives.

No.
15

Mike Duke
CEO
Walmart
Business Leadership

Duke, as head of retail behemoth Walmart, signed off on the company's investment of \$1 billion in supply chain sustainability efforts, which will be spent over five years.

No.
14

Mary Schapiro
Chairman
U.S. Securities and Exchange Commission
Government and Regulatory

Schapiro makes the list again this year because of the SEC's continued aggressive enforcement. The agency's influence has also been extended simply through bills like Dodd-Frank, which have reportedly caused the SEC to receive on average 1 tip per day.

No.
13

Delaware Supreme Court Justices
Justices
Delaware Supreme Court
Government and Regulatory

We've previously listed the Chief Justice in former years, but decided that all five justices should be recognized this year for the influence that the Delaware Supreme Court had in 2010 over U.S. corporate law.

No.
11 (tie)

Chris Dodd
Senator
U.S. Senate
Government & Regulatory

Next to the UK Bribery Act, the new Dodd-Frank Law is the second most talked about bill issued this year around ethics and compliance. The bill is having massive impact in the corporate world, and Ethisphere has spoken with numerous compliance and ethics professionals seeking guidance on best practices for abiding by the new laws. Dodd co-sponsored the bill.

No.
11 (tie)

Barney Frank
Representative
U.S. House of Rep.
Government & Regulatory

Along with Chris Dodd (left), Frank makes this list for co-sponsoring the new Dodd-Frank Act. The Act is expected to have a profound impact on the number of whistleblower complaints that regulatory agencies will receive. The fear of many companies is that whistle-blowers will have financial incentive to go straight to regulators and avoid internal reporting channels.

No.
10

Joaquin Almunia
Commissioner
European Competition Commissioner
Government and Regulatory

Almunia makes the list again this year for the European Commission's new antitrust rules for online sales that were issued in 2010. Last year we anticipated Almunia would rise quickly through the ranks of this list, and he did. We anticipate he will be back next year, too.





Jeff Immelt
CEO
General Electric
Business Leadership

GE, with Immelt's guidance, consistently leads the way in various facets of business ethics, including sharing best practices with industry peers and participating in global ethics events.



Lanny Breuer
Assistant Attorney General
Department of Justice
Government and Regulatory

As the head of the U.S. DOJ's Criminal Division, Breuer had significant influence on corporate behavior and enforcement priorities throughout 2010.



Paul Volcker
Chairman
Economic Recovery Advisory Board
Thought Leadership

Volcker, Chairman of the President's Economic Recovery Advisory Board, substantially influenced the way that the U.S. responded to the economic crisis. Early in 2010, new rules determined by Volcker were proposed by President Obama which would make it more difficult for financial firms to make speculative investments on behalf of their clients.



Indra Nooyi
CEO
Pepsi
Business Leadership

Pepsi, under Nooyi's leadership, has spent significant resources and effort building dams and reducing water usage in India (among other initiatives). Pepsi continues to lead the way in corporate sustainability efforts.



James Wetta
Former Sales Rep
AstraZeneca
Media and Whistle-Blowers

In 2004, Wetta blew the whistle on his former employer AstraZeneca. In 2010 he blew the whistle on Eli Lilly. Both lead to massive settlements (and financial gain for Wetta). Needless to say, he will probably struggle to find another job in the pharmaceutical industry.



Abu Kassim Mohamed
Chief Commissioner
Malaysian Anti-Corruption Commission
Government and Regulatory

The Malaysian Anti-Corruption Commission has been leading the way in Southeast Asia around Anti-Corruption efforts. Mohamed has been instrumental in creating the country's program.



Jon Leibowitz
Chairman

U.S. Federal Trade Commission
Government and Regulatory

The Federal Trade Commission (FTC), under Leibowitz' leadership, has been busy in 2010. Some developments include the online "do not track list" as well as new guidelines for environmental advertising claims.



Lord Willy Bach

Member of Parliament / **UK House of Lords**

Jack Straw

Member of Parliament / **UK House of Commons**



Bach, along with Straw (tied for first place) introduced the UK Bribery Act, probably the single most discussed law in corporate ethics and compliance. Every multinational company that operates in the United Kingdom (regardless of where the company is based) is currently revamping their anti-corruption policies and training programs to account for some of the new provisions in the Act. Foremost among them is the new prohibitions on corporate gift giving. Experts anticipate the UK Bribery Act will have implications for decades to come.

THE TEN PEOPLE WE WILL NOT MISS!



Learning from Others' Mistakes: 2010's Top 10 People We Won't Miss. Influence isn't only brought about by positive actions, sometimes unintended improvement comes from ethical missteps. Here are the top ten individuals that have influenced business ethics through professional flubs.

Tony Hayward	How can Hayward, former CEO of BP, not make this list after he came to embody a company responsible for the largest oil spill in decades?
Vitaly Borker	Borker, the founder of decormyeyes.com, was arrested last year after allegedly stalking and threatening customers who tried to return products bought on his website. Borker claimed the negative attention that came from the threats increased his site's ranking on Google searches.
Cecilia Chang	Chang was the former Dean of Asian Studies at St. John's University. She was charged in 2010 for enslaving some of her students. Specifically, she instructed foreign students to perform household duties such as cooking and cleaning and driving her son to the airport.
David H. Brooks	Brooks, the former chief executive and chairman of DHB Industries, was found guilty in 2010 of insider trading and securities fraud. Brooks wasn't shy about spending his money, either (allegedly \$185 million obtained from illegal methods), exemplified by his \$100,000 belt buckle.
Kristin Ann Stahlbush	Stahlbush, a former Ohio attorney, was caught billing the Lucas County Juvenile System for more than 24 hours in a single day on multiple occasions.
Eginhard Vietz	Vietz is the CEO of German pipeline supply firm Vietz GmbH. In 2010 his company was penalized for paying bribes, and Vietz' response was, essentially, "So what?" He told a newspaper, "Nobody is disadvantaged by what I am doing."
Ken Kratz	Kratz, a Wisconsin District Attorney, was accused by several women of "sexting" them after they came to his office seeking legal help. One text, obtained by the AP, showed Kratz asking a 26-year-old woman if she was "the kind of girl that likes secret contact with an older married elected DA."
Bonnie Hoxie	Hoxie, a former secretary for Walt Disney Co., tried to sell early access to Disney's quarterly reports to a number of investment firms. The firms promptly reported her and she was arrested in 2010.
Paul Galzerano	Galzerano, a former Northeast Health Systems Executive accused of stealing artwork from his employer, decided not to show up to a court hearing and became a fugitive in 2010. His lawyer said that Galzerano, who was accused of accepting \$500,000 in bribes, is now homeless.
Oscar Hernandez	The former mayor of Bell, California was arrested in 2010 with charges of misappropriating funds and taking illegally obtained loans. According to news reports, the city of Bell has a median household income of \$36,000. City officials under Bell were receiving hundreds of thousands of dollars per year.