A recognition of 100 individuals from around the world who had a positive impact in the realm of business ethics throughout 2010. Ranked from 1 to 100, this year’s list features individuals ranging from leading academics to philanthropists to CEOs. The following pages list the names and activities that lead to the recognition of the 100 Most Influential People in Business Ethics.
The following individuals helped Ethisphere in creating this year’s list.

**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?
- **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?

**The Advisory Board**

The following individuals helped Ethisphere in creating this year’s list:

- **MARIANNE JENNINGS**
  W.P. Carey School of Business at Arizona State University
- **CHARLES ELSON**
  University of Delaware
- **MARY GENTILE**
  Wellesley Center for Corporate Governance
  University of Delaware
- **DAVID LOVELL**
  Head of Research, Risk and Social Sciences
  The University of New South Wales
- **TENSIE WHELAN**
  President
  Rainforest Alliance
  NGO
- **CHRISTY WOOD**
  Chairman
  ICGN
  Thought Leadership
- **CHRISTIANA FIGUERES**
  Head of the Secretariat
  UNFCCC
  NGO
- **PETER WEBSTER**
  Executive Director
  EIRIS
  Investment and Research
- **JOSHUA PAZIAZZO**
  Journalist
  The Wall Street Journal
  Media and Whistleblowers
- **SAMUEL RUBENFELD**
  Visiting Fellow
  Institute of Development Studies
  Design and Sustainability

**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.

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**THE 100 MOST INFLUENTIAL PEOPLE IN BUSINESS ETHICS**

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**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 in November 2010 hosting an international conference on global corporate governance best practices.

**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.

**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.

**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.

**Joe Palazzolo**

**Journalist**

**The Wall Street Journal**

**Media and Whistle-Blowers**

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

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**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.

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**Samuel Rubenfeld**

**Visiting Fellow**

**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. Rubenfeld, 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.
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 report. And this year it is setting its sights on zero waste to landfill. Recognition like this helps to reinforce the impact and value of “green” suppliers.

Prince Charles  
Prince  
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.”

Dick Bednar  
Coordinator  
CIIEC  
Thought Leadership

Many industries are forming ethics-focused membership initiatives, but only one of them is such an effective industry initiative. CIIEC in 2010 increased the resources it provides to its members and continues to champion ethics issues in the construction industry.

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.

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, but it’s 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 for this helps to reinforce the impact and value of “green” suppliers.

No. 93  
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 Minneapolis, 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. 92  
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. 91  
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. Lockhart, along with Ghani, tied for the #3 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 as Afghanistan’s government, the work of organizations like the ISE has become much more important.

No. 90  
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 his organization’s mission has never been more important than in 2010.

No. 88  
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. 87  
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. 86  
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. 85  
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 support of the U.S. Department of Justice should fine executives personally for CPA violations, rather than just imposing huge fines on the company.

No. 84  
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 that could provide a more clear-cut legal manner. As a member of Iceland’s Parliament, Jonsdottir is encouraging Iceland to be the transparent capital of the world through new legislation that would provide substantial protections for whistle-blowers. Some opponents of her legislation argue that Iceland would become a haven of rogue computer hackers looking to steal confidential information.

No. 83  
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.
Stanley Fischer  
Governor  
Bank of Israel  
Government and Regulatory

Mindy Lubber  
President  
CERES  
Investment and Research

Kate Heiny  
Sustainability Manager  
Target  
Design and Sustainability

Roy Snell  
CEO  
Society of Corporate Compliance and Ethics  
NGO

Richard Cassin  
Author  
The FCPA Blog  
Thought Leadership

Gary Aguirre  
Attorney  
U.S. Securities and Exchange Commission  
Media and Whistle-Blowers

Daniel Thelensklaf  
Co-Executive Director  
Basel Institute of Governance  
NGO

Shai Agassi  
CEO  
Better Place  
Design and Sustainability

Hu Shuli  
Editor  
Century Weekly  
Media and Whistle-Blowers

Ethan Zuckerman  
Founder  
Global Voices  
NGO

Salam Fayyad  
Prime Minister  
Palestinian National Authority  
Government and Regulatory

Marjorie Doyle  
Principal  
Marjorie Doyle & Associates, LLC  
Thought Leadership

Andrew Kassoy  
Co-Founder  
B-Lab  
Investment and Research

Geoff Lye  
Executive Chairman  
SustainAbility  
NGO

Jermy Brooks  
Director, Global Private Sector Programmes  
Transparency International  
Thought Leadership

Alexei Navalny  
Political Activist  
Russia  
Media and Whistle-Blowers

Angel Gurria  
Secretary-General  
OECD  
Thought Leadership

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.

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.

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.

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.

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.

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 Transfer of ad-

SustainAbility began the ‘Rate the Raters’ research project, a comprehensive research project that ana-

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 jour-

Cassins’ ultra rapid acceptance of electric vehicles.

which has subsidiaries around the world, helps promote rapid acceptance of electric vehicles.

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where he leverages new web-based tools to promote his causes, such as increasing transparency in Russian companies’ financial disclosure.

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which has subsidiaries around the world, helps promote rapid acceptance of electric vehicles.
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 without government lobbying tools.

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.

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.

Ron Cerven  
Founder  
Team Li-on  
Design and Sustainability  

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

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  
Zachary Bentley  
Investigator  
Ven-A-Care  
Media and Whistle-Blowers  

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 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. 47  
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.

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.

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.

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 government officials.

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 today. Polman made his statements in an interview with the Financial Times.

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. 49  
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. 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.

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This page is a list of individuals and organizations recognized for their contributions to business leadership, culture, philanthropy, and ethics. The list includes names, titles, and descriptions of their contributions:

- **Sharon Allen**: Chairman, Deloitte. Cited for her role in promoting ethics in the workplace, helping support the idea of business management as a profession.

- **John Dugan**: Founder and Chairman, Charity Navigator. For overseeing an organization that provides information to help businesses make donations.

- **Sue Cischke**: VP Global Sustainability, Ford Motor Company. Cited for making Ford's list after joining the Carbon Disclosure Project's Water Disclosure Program, becoming the first automotive company to join.

- **Wolfgang U.**: Media and Whistle-Blowers. This Austrian whistle-blower died in Swiss prison this year, suggesting the significance of whistle-blowing.

- **Elizabeth Warren**: Special Adviser, Consumer Financial Protection Bureau. Cited for her leadership in establishing new consumer protections in the financial world.

- **Robert Chatwani**: Director Global Citizenship, eBay. Cited for eBay's leadership in sustainability, a business leader for some time and recently.

- **Huguette Labelle**: Chair, Transparency International. For her anti-corruption work and efforts to establish new consumer protections.

- **Len Sauers**: VP Global Sustainability, Procter & Gamble. For making the list after the company's new efforts towards reducing energy, water, waste, and greenhouse gas emissions.

- **Danny Holmes**: Former Police Officer, Kansas City Police Department. Cited for his work as a whistle-blower after refusing to write a false report.

- **Shan Ramburuth**: Commissioner, South Africa Competition Commission. For being another repeat winner on Ethisphere's list.


- **Mike Robinson**: VP Environment, Energy and Safety Policy, General Motors. For his efforts in reducing waste in the company.

- **Mo Ibrahim**: Founder, Mo Ibrahim Foundation. For his leadership in philanthropy.

- **Huguette Labelle**: Chair, Transparency International. For her work against corruption and the establishment of new consumer protections.

- **Len Sauers**: VP Global Sustainability, Procter & Gamble. For making the list after the company's new efforts towards reducing energy, water, waste, and greenhouse gas emissions.

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- **Ebay**: Business Leadership. For being a leader in sustainability for some time and recently.

- **Huguette Labelle**: Chair, Transparency International. For her anti-corruption work and efforts to establish new consumer protections.

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- **Shan Ramburuth**: Commissioner, South Africa Competition Commission. For being another repeat winner on Ethisphere's list.

- **Rakesh Khurana**: Professor, Harvard Business School. For his contribution to leadership theory and practice.

- **Mike Robinson**: VP Environment, Energy and Safety Policy, General Motors. For his efforts in reducing waste in the company.

- **Mo Ibrahim**: Founder, Mo Ibrahim Foundation. For his leadership in philanthropy.

- **Huguette Labelle**: Chair, Transparency International. For her anti-corruption work and efforts to establish new consumer protections.

- **Len Sauers**: VP Global Sustainability, Procter & Gamble. For making the list after the company's new efforts towards reducing energy, water, waste, and greenhouse gas emissions.

- **Danny Holmes**: Former Police Officer, Kansas City Police Department. For his work as a whistle-blower after refusing to write a false report.
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.

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

Cuomo, despite a contentious campaign for governor of New York, aggressively went after a prominent member of his own political party, Steve Rattner, 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.

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.

The trees will be planted in regions of Haiti and China that have experienced an unnaturally high rate of deforestation.

Schapiro makes the list again this year because of the SEC’s continued aggressive enforcement. The agency’s influence has been also extended simply through bills like Dodd-Frank, which have reportedly caused the SEC to recover on average 1.7 times the cost of legal fees in cases involving SEC enforcement.

Next to the UK Bribery Act, the new Dodd-Frank Law is the second most talked about bill issued this year. The Act is designed to have a profound impact on the number of whistleblowers and to compel regulatory agencies to receive the fear of many companies is that whistle-blowers will have financial incentive to go straight to regulators and avoid internal reporting channels.

Along with Chris Dodd (left), Frank makes this list for co-sponsoring the new Dodd-Frank Act. The Act is expected to have a 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.

Buffet, with Warren Buffet (above), 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.

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Duke, as lead 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.
In 2004, Wetta blew the whistle on his former employer and made headlines when he exposed the bribery practices of the pharmaceutical company he worked for. This resulted in massive settlements and set a precedent for the industry. Wetta's decision to come forward was a rare move, considering the potential consequences it would have for his career. Despite the financial gain for Wetta, he probably struggled to find another job in the pharmaceutical industry.

In the mid-2000s, PepsiCo Chairman Indra Nooyi was recognized for her leadership in corporate sustainability. Nooyi is known for her commitment to reducing water usage in India and for her initiatives to promote sustainable practices. As CEO of PepsiCo, Nooyi has been a driving force in the company's efforts to reduce its environmental impact.

In 2010, new rules were implemented in the United Kingdom to address corruption. Every multinational company operating in the UK is now required to have anti-bribery policies and training programs in place. This is a significant change in the way businesses operate, and it has led to increased scrutiny of companies' practices.

In the late 2000s, the US Federal Trade Commission (FTC) was led by Jon Leibowitz. Under his leadership, the FTC has been busy ensuring that advertising claims are truthful and not misleading. In 2010, some developments included the online “do not track list” as well as new guidelines for environmental advertising claims.

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.

- **Jeff Immelt** (CEO, General Electric) had significant influence on corporate behavior and enforcement priorities throughout 2010.
- **Lanny Breuer** (Assistant Attorney General, Department of Justice) served as the head of the U.S. DOJ’s Criminal Division and had significant influence on corporate behavior.
- **Paul Volcker** (Chairman, Economic Recovery Advisory Board) was influential in creating the country’s program.
- **Abu Kassim Mohamed** (Chief Commissioner, Malaysian Anti-Corruption Commission) has been leading the way in combating corruption efforts.
- **Jon Leibowitz** (Chairman, U.S. Federal Trade Commission) has been leading the way in consumer protection.
- **Indra Nooyi** (CEO, Pepsi) is known for her leadership in corporate sustainability.
- **Jeffrey Sachs** (Member of Parliament, UK House of Lords) is known for his advocacy for the UK Bribery Act.
- **Jeffrey Sachs** (Member of Parliament, UK House of Commons) is known for his advocacy for the UK Bribery Act.
- **James Wetta** (Former Sales Rep, AstraZeneca) is known for his whistleblowing.
- **Kristin Stahlbush** (Member of Parliament, UK House of Commons) is known for her advocacy for the UK Bribery Act.

The key takeaway is that 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.

- **Lord Willy Bach** (Member of Parliament, UK House of Lords) was involved in his company’s bribery efforts.
- **Jack Straw** (Member of Parliament, UK House of Commons) was involved in his company’s bribery efforts.

In 2004, Wetta blew the whistle on his former employer and made headlines when he exposed the bribery practices of the pharmaceutical company he worked for. This resulted in massive settlements and set a precedent for the industry. Wetta's decision to come forward was a rare move, considering the potential consequences it would have for his career. Despite the financial gain for Wetta, he probably struggled to find another job in the pharmaceutical industry.

In the mid-2000s, PepsiCo Chairman Indra Nooyi was recognized for her leadership in corporate sustainability. Nooyi is known for her commitment to reducing water usage in India and for her initiatives to promote sustainable practices. As CEO of PepsiCo, Nooyi has been a driving force in the company's efforts to reduce its environmental impact.

In 2010, new rules were implemented in the United Kingdom to address corruption. Every multinational company operating in the UK is now required to have anti-bribery policies and training programs in place. This is a significant change in the way businesses operate, and it has led to increased scrutiny of companies' practices.

In the late 2000s, the US Federal Trade Commission (FTC) was led by Jon Leibowitz. Under his leadership, the FTC has been busy ensuring that advertising claims are truthful and not misleading. In 2010, some developments included the online “do not track list” as well as new guidelines for environmental advertising claims.

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.

- **Jeff Immelt** (CEO, General Electric) had significant influence on corporate behavior and enforcement priorities throughout 2010.
- **Lanny Breuer** (Assistant Attorney General, Department of Justice) served as the head of the U.S. DOJ’s Criminal Division and had significant influence on corporate behavior.
- **Paul Volcker** (Chairman, Economic Recovery Advisory Board) was influential in creating the country’s program.
- **Abu Kassim Mohamed** (Chief Commissioner, Malaysian Anti-Corruption Commission) has been leading the way in combating corruption efforts.
- **Jon Leibowitz** (Chairman, U.S. Federal Trade Commission) has been leading the way in consumer protection.
- **Indra Nooyi** (CEO, Pepsi) is known for her leadership in corporate sustainability.
- **Jeffrey Sachs** (Member of Parliament, UK House of Lords) was involved in his company’s bribery efforts.
- **Jeffrey Sachs** (Member of Parliament, UK House of Commons) was involved in his company’s bribery efforts.
- **James Wetta** (Former Sales Rep, AstraZeneca) was involved in his company’s bribery efforts.
- **Kristin Stahlbush** (Member of Parliament, UK House of Commons) was involved in his company’s bribery efforts.

The key takeaway is that 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.