

# JOHN PABON

## SUSTAINABILITY MAVERICK

### POLICY WONK

#### AUTHOR

A life-long pragmatic altruist, John Pabon's work has focused on the fields of sustainability, geopolitics, and strategic communications. For the past 15 years, he has advised governments, corporations, and organizations of all sizes. The result is a portfolio of leading programs, campaigns, and strategies across all industries.

John's global career has taken him from Los Angeles to New York, Shanghai to Seoul to Melbourne. He's had the privilege of working with the United Nations, McKinsey, A.C. Nielsen, and as a consultant with BSR, the world's largest sustainability-focused business network. A decade of experience living and working in Asia inspired him to found Fulcrum Strategic Advisors with a mission to help companies, governments, and individuals understand, adapt, and capitalize on the seismic shifts happening in the world today.

He is a regular contributor to major publications and speaks to an array of global audiences on issues of sustainability, geopolitics, communications, and societal change. John is the Programme Director for The Conference Board's Asia Sustainability Council, a member of the United Nations Association of Australia, and serves on the board of advisors to the U.S. Green Chamber of Commerce. He is the author of "Sustainability for the Rest of Us: Your No-Bullshit, Five-Point Plan for Saving the Planet."

When he's not working or writing, John is an avid dragon boater, out-of-shape Muay Thai fighter, reiki healer, and proud dad to the world's best Shiba Inu. He currently lives with his partner in Melbourne, Australia.



### My big ideas

- Communicating your message (so people listen).
- Creating a business for good.
- China: a global leader in sustainability.
- On the frontlines of China's new Cultural Revolution.
- Sustainability's messed up. Here's how to fix it.
- Why going green isn't going to save us.

### A few satisfied clients:



### I've also been featured in:



“

I've never experienced anything like this in my life. John, it was an honor and privilege.

”

Book John for your next conference, event, or podcast!  
[john.pabon@fulcrum22.com](mailto:john.pabon@fulcrum22.com)

## Why John?

### A no-BS look at sustainability

We've entered an era where the status quo has us running in place, lies have become truths, and one disaster is a prelude to the next. I've made it my mission to change this. As a gladiator for good my style is detailed, yet strategic. Forceful, but fair. Challenging and understanding. I'm a pragmatic altruist keen to share these findings with the world to create a more sustainable future for all.

### I offer a holistic view on operational excellence

Sure, most speakers say they understand operational excellence. But how many actually have a holistic, full-picture view of what it takes to differentiate a business? My on-the-ground experience in the world's most dynamic markets, coupled with expertise in the most pressing business issue of our time, means I offer a truly unique perspective.

### A decade on-the-ground in China

To understand the world's most dynamic market, you have to be in the thick of things day in and day out. I call Shanghai home half of the year. With nearly a decade spent in China, I've been able to observe the economic, business, and cultural changes driving this powerhouse. These changes are sending seismic shifts throughout the world, shifts people need to understand rather than ignore.

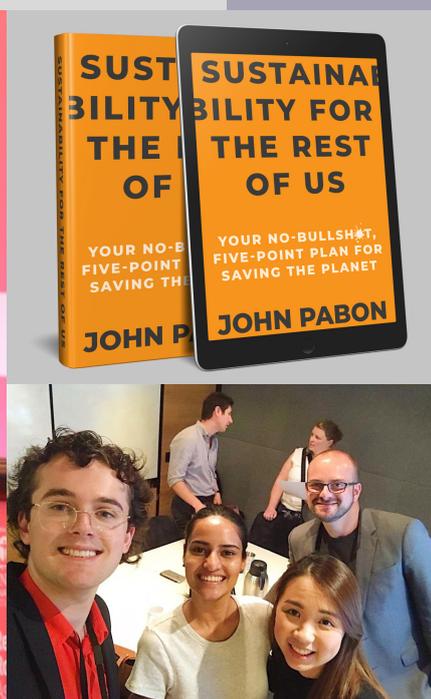
**"THANKS John - you were really awesome. You've given my business hope to keep doing what we are doing."**

**"I am super impressed. Your work is so damned good. You nailed it!"**

**"Nobody approaches the subject of China quite like John. Not only does he break down a complicated subject, but makes a foreign land relatable."**

**"I thought I was going nuts. After hearing you speak, though, I knew I wasn't alone in my thinking about our shared future. Thank you for being a pragmatic realist."**

**"If you've any interest in saving our planet..."**



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