

John Pabon

Calling out greenwashing. Driving real change.

TEDx Speaker - Bestselling Author - UN Advisor

*Australia's leading voice on greenwashing,
helping organisations navigate ESG risk
and turn sustainability into business advantage.*



“John...is just an exceptional communicator in a subject matter that can, to many, seem complex.”

-Wealth of Nations Advisors CEO

20+

years of global experience

150K+

social media followers

100+

podcast appearances

“It was an absolute coup getting John to speak at our inaugural TEDx Conference.”

-TEDx Wollongong organiser

See John speak at johnpabon.com/speaking

Why John?

No-BS Approach

A no-BS, commercially grounded take on sustainability that resonates with real-world audiences and challenges conventional thinking.

Action-Oriented

Audiences leave with practical strategies they can implement immediately. Known for simplifying complex topics into actionable insights.

Real-World Experience

From factories in China to boardrooms in New York, John's on-the-ground experience in the world's most dynamic markets offers a truly unique perspective.

Media-Proven

Regular contributor to outlets like ABC, Al Jazeera, BBC, CNN, NPR, and Vice. TEDx speaker. 100+ podcast appearances in 2024-2026 alone.



Talks That Drive Action

The Great Greenwashing

How brands, governments, and leaders get sustainability communications wrong. Perfect for consumers, business professionals, and investors who want to avoid becoming the next headline.

Strategic Sustainability (NEW 2026)

How to build credible strategies, navigate shifting regulations, and turn ESG from a cost centre into a competitive advantage. Based on John's bestselling 2026 business book.

Eat the Rich: Climate Justice & Wealth Inequality

An unflinching look at how the ultra-wealthy contribute disproportionately to climate change while preaching sustainability. Controversial, data-driven, and conversation-starting. Based on John's upcoming 2027 book.

Sustainability Made Simple: A 5-Point Action Plan

Cut through the noise with a practical, no-BS framework for making real environmental impact, personally or professionally.

Embracing Pragmatic Altruism

How doing good and doing well aren't mutually exclusive. A framework for businesses to create value while making real positive impact.

Trusted Insights



“In an era of increasing greenwashing scrutiny...Pabon's expertise in navigating these communications challenges is particularly relevant. His Asia Pacific base and global experience make him versatile across audiences and geographies.”

-Clarity's 35 Best Keynote Speakers on Sustainability

Credentials

- Clarity's 35 Best Keynote Speakers on Sustainability & ESG
- TEDx Speaker
- Chair, The Conference Board's Asia and ANZ Sustainability Leaders Councils
- Advisor, United Nations; U.S. Green Chamber of Commerce; Anti-Greenwash Charter
- Ex-UN, McKinsey, BSR

Publications

- Sustainability for the Rest of Us: Your No-Bullshit, Five-Point Plan for Saving the Planet (2020)
- The Great Greenwashing: How Brands, Governments, and Influencers are Lying to You (2023)
- Strategic Sustainability: A Pragmatic Blueprint for Responsible Business (2026)
- Eat the Rich: Exposing the Not-So-Ethical Behaviour of the 1% (2027)

Selected Engagements

Trusted by leading organizations worldwide



Keynotes - Panels - Workshops - Fireside Chats - Virtual

Scan to watch John's TEDx Talk



Investment Range

US\$10K

Keynote starting

US\$12-15K

Workshops & full-day

Custom packages available for multi-session events, virtual presentations, and international engagements.



Book John

Check availability by messaging John at speakingrequests@fulcrum22.com.

*Based in Melbourne, Australia
Available globally*

Or visit www.johnpabon.com/speaking