



CELEBRATING  
55 YEARS

# nerelj

## Bill Bean 2012

April 26, 2012 - Green Buildings

Name: Bill Bean

Title: President, LEED AP

Company: Green Planning and Coaching

Location: Lee, Mass.

Place of birth: Stoneham, Mass.

Family: Wife, Betty

College: UMass Amherst, BBA & MS (Wood Technology)

First job unrelated to your current field: Commissioned sales - engineered lumber, Trus Joist Corp. in 12 northeastern states

First job in current field: Strategic planning analyst, International Paper Company, NYC.

What your firm does now and its plans for the future? We help people define the vision for their green business initiatives, build better plans faster to achieve them...and then actually do it. We also do strategic/tactical business growth planning and executive coaching. Our offering will continue to evolve with the strengthening of the business case for sustainability, assisting leading edge businesses understand and plan for the competitive advantage in a more socially responsible business model.

Hobbies: Fly fishing

Favorite novel: John Gierach's books on fishing and fishermen

Favorite film: Rudy

Keys to success: Listening carefully, having a well-defined vision & plan, communicating & selling change, and plain old hard work.

Person you most admire: Lee Iacocca

If you had to choose a different profession, what would it be? Professional bass fisherman.

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