

## Access to Experts



**William A. McDonough**  
William McDonough + Partners

William McDonough is an internationally renowned designer and one of the primary proponents and shapers of what he and his partners call "The Next Industrial Revolution." McDonough and German chemist Dr. Michael Braungart co-authored *Cradle to Cradle: Remaking the Way We Make Things* (2002, North Point Press), which is one of most influential and widely read books of the American sustainability movement and has been translated into 10 languages. *Time* magazine recognized him in 1999 as a "Hero for the Planet," stating that, "his utopianism is grounded in a unified philosophy that-in demonstrable and practical ways-is changing the design of the world."

The firm, William McDonough + Partners, has designed landmark projects in the U.S. and beyond, such as the 901 Cherry office building for Gap Inc. (now home to Google's YouTube) and NASA Sustainability Base (now under construction). He is founding principal of MBDC, a product and systems design consulting firm that assists prominent companies to innovate new products and services using Cradle to Cradle® design principles. McDonough is a venture partner at VantagePoint Venture Partners in San Bruno, California, which is one of the world's leading clean technology investment firms with a prestigious team of industry luminaries. In 2010, McDonough and Braungart announced the founding of the Green Products Innovation Institute, a nonprofit, public/private partnership with California, to which they donated the U.S. license to the Cradle to Cradle® Certification program. The Institute is a step on the path toward the State of California's stated intention to build a Cradle to Cradle economy. McDonough is Consulting Professor of Civil and Environmental Engineering at Stanford University. He became Chairman Emeritus of the U.S. Board of Councilors of the China-U.S. Center for Sustainable Development in 2010; he served as U.S. Chair since 2001. He is on the Advisory Board for the Cambridge Programme for Sustainability Leadership.

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