



## Jeffrey Hollender

Board Director, Co-founder and Former CEO  
Seventh Generation

JEFFREY HOLLENDER is co-founder and former CEO of Seventh Generation, which he built into a leading natural product brand known for its authenticity, transparency, and progressive business practices. Seventh Generation was sold to Unilever in 2016, Hollender remains on the Board of Directors. Hollender is also the founder and former CEO of Sustain Natural, that developed and marketed sustainable feminine care products for women. In addition, he is an Adjunct Professor of sustainability and social entrepreneurship at the Stern Business School, New York University and a mentor as the Executive in Residence at Stern. Hollender also serves as a mentor to numerous small business and business school students through SKU and Unreasonable.

Hollender is also a former Board Chair of Greenpeace US; and the co-founder and former CEO of the American Sustainable Business Network, a coalition of business leaders committed to progressive public policy. In addition, he serves on the Boards of Vermont Businesses for Social Responsibility, Aquavitea, Vermont Cheese Products and the Sustainability Advisory Board at Morgan Stanley. He is the author of his seven books, including *The Responsibility Revolution: How the Next Generation of Businesses Will Win and Planet Home*.

On March 26, 2026 Fast Company Books will publish Hollender's newest book, *Built for a Better World; How Seventh Generation Pioneered a Movement That Changed the Purpose of Business*.

Visit him at [JeffreyHollender.com](http://JeffreyHollender.com) or [MadeForABetterWorld.com](http://MadeForABetterWorld.com)