

# **Jennifer Lynes**

**Director of the Environment and Business Program at University of Waterloo School of Environment**

Waterloo, ON, CA

Jennifer Lynes's expertise intersects business and the environment, where she focuses on investigating the marketing of sustainability.

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## **Biography**

In the early 1990s Professor Jennifer Lynes had the idea to combine a business degree with an environment degree long before sustainability went mainstream. Two decades later she continues to demonstrate leadership in sustainability through her research, teaching and long-standing support of community initiatives. As past Chair of REEP Green Solutions and director of Canada's leading undergraduate program in environment and business at the University of Waterloo, she has a reputation for turning ideas into action. Prof Lynes's research focuses on the intersection of sustainability and marketing. Her main project at the moment involves developing the business case for sustainability in the music industry (and more specifically, concert venues). She is a co-founder of the North American-based Sustainable Concerts Working Group which consists of a variety of music industry stakeholders including musicians, booking agents, promoters, venue managers and owners, NGOs, government agencies and academics.

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## **Industry Expertise**

Education/Learning, Research

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## **Areas of Expertise**

Marketing, Social Marketing, Community-Based Social Marketing, Green Marketing

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## **Affiliations**

Associate Professor University of Waterloo School of Environment

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## **Education**

**Griffith University**

Ph.D. Environmental Planning

**University of Waterloo**

MES Environment and Resource Studies

**University of Guelph**

B.Comm. Marketing

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