

Peter Krull

President & Founder at Krull & Company

Asheville, NC, US

Inspirational & passionate speaker linking values-based investing to your purposeful life

Biography

Peter Krull has always loved the outdoors. Growing up in Western New York, he spent summers hiking and exploring at his family's rural property. As an adult, living in Southwest Virginia, he regularly hiked the Appalachian Trail and camped in the picturesque area. More recently, he had the opportunity to live on one of Georgia's undeveloped barrier islands - learning to appreciate its different ecosystem and coastal beauty. During his successful career with Merrill Lynch, Peter met his wife, Melissa Booth, who was working as a professor and research scientist, studying how microbes function in the environment. He learned much about ecology, environmental awareness and our connection to the earth. About the same time, Peter had the opportunity to spend an afternoon with prominent green architect and philosopher, William McDonough, at his office in Charlottesville, VA. McDonough, the author of the book, *Cradle to Cradle*, and a major TED Conference speaker exemplified the potential for combining green and social values with a sound business strategy. With this holistic concept in mind, Peter founded Krull & Company in 2004. A graduate of Bethany College in West Virginia, Peter credits his undergraduate degree in communications for giving him a unique perspective when it comes to green and social issues, personal finance and the markets. "My communications background has helped me develop the ability to see the big picture, which is important when you're investing with your values and in a world where global markets are increasingly intertwined," he says. "It's also a tremendous benefit when it comes to client interaction. I take great pride in the relationship I have with them - it all starts with good communication." He is a staunch advocate for the environment and social issues and is a well-known figure in green business. His community involvement has ranged from being a founder of GreenDrinks Savannah to board memberships at the Science Museum of Southwest Virginia, The Center for a Sustainable Coast, and Hospice of the Golden Isles. He regularly gives talks on responsible investing, green living and motivation. Peter also writes a column for Valley Business Front in Virginia and has been featured in numerous magazines. He was selected as a 40-under-40 business leader by the Savannah Business Report & Journal in 2009. Peter and Melissa's home is the city of Asheville, NC, where they enjoy the outdoors, travel and photography.

Availability

Keynote, Moderator, Panelist, Author Appearance

Industry Expertise

Professional Training and Coaching, Renewables and Environmental, Financial Services

Areas of Expertise

Responsible Investing: Aligning Your Investments With Your Values, Making the One Degree Difference

Affiliations

Social Investment Forum

Sample Talks

Making the One Degree Difference

Change starts with a degree of difference. Using an analogy from orienteering, and combining it with my work with Jack Canfield, I walk participants through the process of slow, lasting change. I also use examples from my work as a socially & environmentally responsible investment manager. This is an interactive talk.

Firms of Endearment

This is a very interactive talk based on the book, Firms of Endearment. The basis of the talk is the book's SPICE model which focuses on the importance of multiple stakeholders as opposed to only shareholders. SPICE stands for: Society, Partners, Investors, Customers and Employees. I get audience members involved by asking thought-provoking questions and walking them through the model. I've had great feedback from organizers.

Socially Responsible Investing - Aligning your Investments with your Values

This talk focuses on the difference between traditional investing and socially & environmentally responsible investing. It goes through the "how to's" and logistics of putting together a responsible portfolio and it gives examples of shareholder advocacy and community investing. It is interactive with participants, giving them a chance to learn. The talk is educational, not sales oriented.

Event Appearances

Firms of Endearment

Golden Isles Investment Club Gathering

Firms of Endearment

US Green Building Council

Socially Responsible Investing - Aligning your Investments with your Values

Green Living & Clean Energy Expo

Socially Responsible Investing - Aligning your Investments with your Values

Green Expo

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Green Expo

Education

Bethany College, WV

Bachelor of Arts Communication

Accomplishments

Previous Board of Directors, Hospice of the Golden Isles

Served on the Board of Directors for Hospice of the Golden Isles in Brunswick, GA. Hospice of the Golden Isles is the only non-profit hospice in the coastal area, and has a fantastic reputation for care quality care.

Previous Board of Directors, Center for a Sustainable Coast

Served as Vice President of the Board for the Center for a Sustainable Coast in St. Simons, Georgia. The organization is focused on advocating smart, sustainable development along Georgia's coast.

Savannah Business Journal 40 Under 40 Business Leader

Was selected by the Savannah Business Journal in 2009 as a top under-40 business leader in the region.

Chair of the Board of Directors, WNC Alliance

Currently Chair at the WNC Alliance, the premiere environmental advocacy organization in Western North Carolina.

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