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Bowman Global Change Guides Companies in Sustainability Planning and Action

March 4, 2009 – Signal Hill, CA – Newly launched Bowman Global Change creates and implements sustainability plans with corporations and institutions that want to go Green. The firm is lead by Tom Bowman, EXHIBITOR Online’s “Mr. Green” and an expert in Green business strategies. Bowman has worked with the National Oceanic and Atmospheric Administration and the National Academy of Sciences on responding to climate change. A frequent speaker to the exhibit industry, he has also given invited talks about energy and climate issues to the National Governors Association and the American Public Health Association.

Through group workshops, one-on-one consulting, and unique research initiatives, Bowman Global Change provides companies with customized, cost-effective solutions that cut through the “greenwash” to achieve solid results. “Many companies want to go Green but aren’t sure how to take the first steps. We give them the knowledge and strategies to convert good intentions into practical actions,” says Bowman.

Bowman brings over twenty years of experience in brand strategy, marketing, and science education to these challenges. As president of exhibit design firm Bowman Design Group, he has advised the leaders of global corporations on communication and organizational strategy. His team created the Marian Koshland Science Museum of the National Academy of Sciences, and other award-winning exhibitions on global warming, health, and ocean science that set new standards for engaging the public with authentic, unbiased information. “While developing the content for these exhibitions, I came to realize there is an urgent need to put this knowledge to use to help companies make better, more sustainable business decisions. My goal is to motivate and guide companies toward Green choices that really work.

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Bowman Global Change helps organizations make sustainable transformations. Combining the expertise of renowned scientists, behavioral scientists, and business and government leaders, Bowman Global Change facilitates transitions through education, analysis, planning, communication, and consulting projects. The company is lead by Tom Bowman, an expert in green business, who has contributed his expertise to the National Oceanic and Atmospheric Administration, Centers for Disease Control and Prevention, the American Public Health Association and numerous exhibit industry groups. Bowman contributes a monthly “Ask Mr. Green” column to EXHIBITOR Online. Contact Bowman Global Change at 562.494.3400 or at bowmanglobalchange.com.