

Lisa Geason-Bauer, President and Founder - Evolution Marketing, llc



[Lisa Geason-Bauer](#) is the president of [Evolution Marketing](#), a Wisconsin-based woman-owned Certified B Corporation® specializing in the area of global sustainability consulting and storytelling, environmentally responsible creative design, and ethical marketing.

When Geason-Bauer founded Evolution Marketing in 2007, she made the strategic decision to operate the firm in a triple bottom line manner. Since then, she has publicly shared the challenges and unique opportunities presented when one implements environmental and social sustainability strategies, practices into a professional service business.

For more than a decade Lisa has played an active role in shaping the discussion within the business world regarding adoption of strategic sustainability strategies and the inclusion of corporate social responsibility programs into day-to-day business operations. As a practitioner of sustainability initiatives and a leader in the business for good movement, Lisa is proud that Evolution Marketing can offer their professional services in a carbon neutral manner. She currently serves as an Advisory Board member for the Wisconsin Sustainable Business Council and B Local Wisconsin, and she is the Vice Chair of the Waukesha-Ozaukee-Washington County Workforce Development Board.



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Recent Podcast Interviews/ Talks, Workshops on Topics in Sustainability:

Social Capital Podcast (June 23, 2021)

322: *How Businesses Can Achieve and Maintain Sustainability* – with Lisa Geason-Bauer

<https://lorihighby.com/social-capital-podcast/322-how-businesses-can-achieve-and-maintain-sustainability-with-lisa-geason-bauer/>

Show host Lori Highby interviews Lisa about sustainability, networking and the different resources for Wisconsin businesses interested in sustainability such as the Green Masters Program, and the WI Sustainable Business Council.

Honey and Hustle is a video podcast (June 22, 2021)

Featuring conversations with creative entrepreneurs, small business owners, and non-profit founders. Podcast host Angela Hollowell speaks with Lisa about Certified B Corporation and sustainability in the business world.

Audio only:

<https://anchor.fm/honeyandhustle/episodes/Sustainable-Small-Business-Practices-People--Planet--and-Profit--Evolution-Marketing-e138047>

Video: <https://www.youtube.com/watch?v=TWqad03mwhg>

The Ethical Evolution Podcast (June 20, 2021)

<https://podcasts.apple.com/au/podcast/ethical-sustainability-with-lisa-geason-bauer/id1483939694?i=1000526142123>

Show host Bindi Heit and Lisa Geason-Bauer discussed ethics, SDG's, and how we can all make an impact by working together to address systemic inequalities.

The Stakeholders Podcast (June 16th, 2021)

<https://www.buzzsprout.com/1214315/8483904>

In this episode, podcast host Andy Dosev and Lisa discuss what it means to be an ethical business in 2021 and beyond. How you/business can make a (sustainable) difference by making small changes in your day-to-day habits, corporate social responsibilities and more!

12 Hats Radio - Where the Hero's Journey Begins (June 14, 2021)

<https://pod.co/12-hats-radio/all-about-the-triple-bottom-line-interview-with-lisa-geason-bauer>

In this episode show host Dave Monk and Lisa Geason-Bauer talk about all things sustainability, the triple bottom line, SDG's and where society is headed.

“The Future of Work: How to Create a Just and Sustainable Workplace Culture” (Session co-curated by Evolution Marketing and the WI Sustainable Business Council for the Nelson Institute 2021 Earth Day Business Workshop)

How are current events and trends affecting the workplace today? What does the future of your workplace and workforce look like? This discussion will highlight emerging trends and data about the changing workforce landscape and dive into how businesses are adapting. From the lens of social sustainability, you will hear directly from businesses showcasing actions you can take to address these trends and how to be prepared for the future of work.

Session moderated by [Jessy Servi Ortiz](#), Managing Director, WI Sustainable Business Council

Session Speakers:

[Dr. Patrick Hillberg](#), Adjunct Faculty, Oakland University.

[Kenya Jacobs](#), Director, Diversity Recruiting and Workforce Development, Trane Technologies

[Laurie Klomstad](#), Vice President of Human Resources, Spectrum Industries

[Lisa Geason-Bauer](#), President, Evolution Marketing

Watch the session recording [here](#)

View session powerpoint slides [here](#)

Guest Video Lecture to Dr. Patrick Hillberg's Graduate Class in Product Life Cycle Management

(March 2021) <https://youtu.be/QRD3TWCvVw>

This is a 12 minute interview with Lisa Geason-Bauer of Evolution Marketing, and discusses companies adopting the Triple Bottom Line and Certified B-Corps with Dr. Patrick Hillberg from Oakland University.

OutBur Voices (March 2021)

<https://outburo.com/lisa-geason-bauer-environmental-and-sustainability-consulting/>

In this episode of OutBüro Voices featuring LGBTQ professionals, entrepreneurs, and community leaders from around the world, host Dennis Velco chats with Lisa Geason-Bauer based in Wisconsin is an entrepreneur focusing on environmental and sustainability consulting.

GreenCast (Sept. 15th, 2020)

<https://podcasts.google.com/feed/aHR0cHM6Ly9mZWVkcyc5idXp6c3Byb3V0LmNvbS84MDU5OTEucnNz/episode/QnV6enNwcm91dC0zNzA0Njgx>

Have you ever seen a little bunny on your product's packaging? Or a little blue and green person waving? Or a capital letter "B"? Lisa Geason-Bauer joins us this week to explain all of the different **Sustainable Certifications** you might find on your products. From food, to clothing, to beauty products, the little symbol you see is just the end result of a usually long and laborious task of improving and proving processes to be more environmentally and/or socially responsible. We touch on what it takes to become certified, and the legitimacy of them.

Business Workshop on Carbon: Tactics & Tools for Carbon Strategy and Management (webinar series)

For the 50th anniversary of Earth Day (in 2020) Evolution Marketing and the WI Sustainable Business Council partnered with the Nelson Institute at the University of Wisconsin to offer a workshop for businesses who want to address carbon within their business. With the onset of coronavirus pandemic we moved our workshop online and the result was **five one hour webinars addressing various topics within the carbon management space**. These webinars were curated, managed by Lisa Geason-Bauer (Evolution Marketing) and Jessy Servi Ortiz (WI Sustainable Business Council).

<https://greenmktng.com/environmental-sustainability>

THE PUREVANT LIVING PODCAST: THINGS YOU SHOULD KNOW By Stephanie Krubsack
Episode 2: Evolution Marketing, B Corp Certification, Global Sustainability, Reducing Your Carbon
(March 5th, 2020)

<https://anchor.fm/stephanie-krubsack2/episodes/E2-Evolution-Marketing--B-Corp-Certification--Global-Sustainability--Reducing-Your-Carbon-Footprint--Lisa-Geason-Bauer-eb9dqf>

Recent Publications:

Medium {B the Change channel} April 2021

How Forward Thinking Businesses Can Address Systemic Inequalities Through the Adoption of the
SDG's

<https://bthechange.com/how-forward-thinking-businesses-can-address-systemic-inequalities-through-a-dooption-of-the-sdgs-26a9d56b6eb3>

By: [Angelina "Lina" Godinez](#) and [Lisa Geason-Bauer](#), Evolution Marketing

Medium {B the Change channel} March 2021

Business As A Force for Good: Unpacking Social Sustainability (updated version)

<https://bthechange.com/business-as-a-force-for-good-unpacking-social-sustainability-fd3a9bff50c>

By: Emma Hofman and Lisa Geason-Bauer, Evolution Marketing

Fall Issue (2020) of **Mudita Magazine**

[Business As A Force For Good: Unpacking Social Sustainability](#)

By: Emma Hofman and Lisa Geason-Bauer, Evolution Marketing

Published August 2020 on **Evolution Marketing website**

[Evolution Marketing Carbon Footprint and Operational Impacts Report](#)

By: Lisa Geason-Bauer

Self Published April 2020 in response to Covid-19

[Working Remote: Business and Wellness Guide](#)

By: Lisa Geason-Bauer, Evolution Marketing and Stephanie Krubsack, Purevant Living

[Lisa's Recent Interviews with Media on topics of employee engagement, supply chain & sustainability.](#)

B Corporation {B the Change channel - B Corps Doing Business Better: Launching and Expanding on
Carbon Neutral Practices and Products}

**By Offsetting and Reducing Greenhouse Gas Emissions, B Corps Reduce Climate Impact and
Encourage Other Businesses to Follow Their Lead (March 31st, 2021)**

<https://bcorporation.net/zbtcz03z31/bcm/b-corps-doing-business-better-launching-and-expanding-carbon-neutral-practices-and-products>

U.S. Green Building Council {equity channel}

USGBC + Magazine (Winter 2021). Three USGBC members share strategies for diversity and inclusion in the workplace. Retrieved from

<https://www.usgbc.org/articles/three-usgbc-members-share-strategies-diversity-and-inclusion-workplace>

Sustainable Brands (interview by Editorial Staff 2020)

Sustainable Brands (2020, May 30). Q&A: As Stakeholders Demand More from Business, B Corps Rise to the Occasion. Sponsored Content by University of Wisconsin Sustainable Management. Retrieved from

<https://sustainablebrands.com/read/organizational-change/q-a-as-stakeholders-demand-more-from-business-b-corps-rise-to-the-occasion>

MHI Solutions Magazine (print publication of North American's largest Material Handling and Supply Chain organization)

Hood, Sarah B. (2019, Quarter 2). Feature - Rules of Engagement: Sustainability and CSR Initiatives Can Be Enticing to Younger Workers. MHI Solutions Magazine. Retrieved from

https://www.mhisolutions-digital.com/mhiq/0219_volume_7_issue_2/MobilePagedArticle.action?articleId=1475574&lm=1553627619000#articleId1475574

Hood, Sarah B. (2017, Quarter 4). Platinum Rewards Reducing Carbon Footprint Makes Bottom-Line Sense: Sustainability Is Providing a Competitive Edge and Adding Value Well Beyond Its Environmental Benefit. *MHI Solutions Magazine*. Retrieved from

<https://www.mhisolutionsmag.com/index.php/2017/09/15/platinum-rewards-reducing-carbon-footprint-makes-bottom-line-sense/>

Milwaukee Journal Sentinel

Content, Thomas. (2016, May 30). Get outside: 30x30 Nature Challenge takes off, expands around the country. *Milwaukee Journal Sentinel*. Retrieved from

<https://www.jsonline.com/story/money/business/energy/2016/05/31/get-outside-30x30-nature-challenge-takes-off-expands-around-country/85241882/>

Video Interviews with Lisa Geason-Bauer (on supply chain topics) from 2017:

On the topic of "Big Trends in Sustainability" <https://videos.mhi.org/big-trends-in-sustainability>

On the topic of "Changing Environmental Regulations and Product Innovation"

<https://videos.mhi.org/changing-environmental-regulations-and-product-innovation>