



joe gerstandt

the value of difference

joe gerstandt is a speaker, author and advisor bringing greater clarity, action, and impact to organizational diversity and inclusion efforts.

joe has worked with Fortune 100 corporations, small non-profits, government entities, and everything in between. He speaks at numerous conferences and summits, and is a featured contributor for the Workforce Diversity Network Expert Forum. His insights have been published in *Diversity Best Practices*, *Diversity Executive*, *HR Executive*, numerous other print and on-line journals, and he co-authored the book *Social Gravity: Harnessing the Natural Laws of Relationships*.

joe serves on the Intersectional Culture and Diversity Advisory (ICD) Council for the social networking platform, Twitter, has served on the U.S. Technical Advisory Group's Diversity and Inclusion Working Group within the International Organization for Standardization (ISO), and is currently on the board of directors for the Tri-Faith Initiative, which brings together into permanent residency a synagogue, church, mosque, and interfaith center on one 38-acre campus in the middle of America's heartland. By its very model it challenges people of faith and goodwill to be conscious and proactive about the assets of faith in civil life in a religiously pluralistic society. Tri-Faith Initiative aims to create a more inclusive culture in which religious pluralism is socially normative.

joe grew up on a family farm in NW Iowa, served four years in the United States Marine Corps, including participation in Operations Desert Shield and Desert Storm, attended Iowa State University, and then spent 6 years working in management and business

development for technology and communication companies. He then made a career change and went to work for a grassroots non-profit organization, and this is where he found himself drawn to issues related to diversity and inclusion and then became actively involved in that work.

Today, **joe** believes that we can ill afford to continue applying a 20th century approach to an increasingly critical set of 21st century issues. A strong advocate for resetting the diversity and inclusion conversation, **joe** sees diversity and inclusion as poorly understood and often misunderstood. His keynote messages and interactive workshops bring greater clarity, action, and impact to existing and new organizational diversity & inclusion efforts.

Current and former clients include:

- Boeing
- Toyota
- Nestle
- Hospital Corporation of America
- Mutual of Omaha
- American Water Resource Association
- American Farm Bureau Federation
- Central Intelligence Agency
- National Reconnaissance Office
- ConAgra Foods
- Target
- Southern Company
- City of Tallahassee
- John Deere
- Eli Lilly
- TD Ameritrade
- Bahamas First
- Twitter
- Duke Realty
- Walmart
- Nashville Electric
- Federal Aviation Administration
- Progressive Insurance
- Harper Collins
- Unilever
- Aramark Canada
- Woods Hole Oceanographic Institute
- Wells Fargo
- Cargill
- Marathon Oil
- Natural Resource Defense Council
- Union Pacific