

# Winter 2019: Jennifer Hartz



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## Position

**Founder and President, Corporate Hartz LLC**

*Corporate Social Responsibility, Environmental Sustainability, Diversity & Inclusion, Family Philanthropy*

## Community involvement

- Hands On Atlanta, Advisory Council Chair
- WHYserve, Co-Founder, Board Chair
- Guest lecturer in Emory University's and Georgia Tech's business schools
- TechBridge and Digital Ball, former Board Member
- Temple Sinai

- Marshall Memorial Fellow, class of 2002
- Leadership Atlanta, class of 1999
- Outstanding Atlanta, class of 1995

## **Hobbies**

- Evangelizing the powers of volunteering, servant leadership, and responsible civic investment
- Manual labor
- Crossword and jigsaw puzzles
- Sailing

## **Recent books**

- *The Atomic City Girls*, by Janet Beard
- *Heroes Wanted*, by Rodney Bullard
- *Just Mercy*, by Bryan Stevenson
- Everything written by Mary Roach

## **Childhood hero**

- Kermit the Frog – he is flawed like a human, but remains open-minded and optimistic about the “cast of characters” around him, people around the globe, and the future itself.

## **What most people don't know about you?**

My husband spoke French before English; I learned the language as an adult. One night, in France, I beat him and two of his French friends in a game of French Scrabble!

## **Bio of business and community involvement**

In 2000, Corporate Hartz was established from Jennifer's in-house experience at iXL Enterprises, McKinsey & Company, The Home Depot, and Georgia-Pacific, combined with pro bono work in Boys & Girls Clubs of America, The Atlanta Project, Habitat for Humanity International, and other volunteer leadership. She understands her clients' businesses, their operating environments, and how they can collaborate with local, national, and international non-profit organizations and government agencies to serve the world.

In Corporate Social Responsibility engagements, Jennifer takes an

MBA-first approach, with her “heart” following behind; the genesis of her firm’s (and her) name. Companies seek her counsel to: increase the bottom line; build honest compelling brand(s); shorten the sales cycle; advance/open markets; innovate products/services; improve culture; attract/develop diverse employees; facilitate post-merger integration; design impactful communications; and establish green operations *via intersector partnerships*.

Jennifer works with clients of every size, scope, industry, and functional area. She is a quick study, data driven, trusted counsel, with insightful solutions to reach enterprise and social goals, with metrics to prove and improve both. Implementation is woven into existing structures, schedules, workflows, and tools. *In a word, Corporate Hartz helps executives and teams navigate the increasingly complex and interconnected role of business in society.*

For those ready to set up a donor advised fund or private foundation, Jennifer facilitates the process to ensure it improves relationships, especially across generations, and achieves the social change the individuals seek. This work grew out of years of helping rising stars, managers, and executives, (often with their spouses) to describe their personal values, unique assets, and issues that matter to them. Then we explore and establish the path forward.

*Hartz & Minds* white-papers are issued 6 times a year and cover the waterfront of topics, for example:

- Employee Activism: Seeking a Modern Robust Value Proposition
- Commodity Activism: Leveraging Purchases and Voices for Civic Change
- Garbology – Why Businesses MUST Innovate to Reduce Waste
- Fast-Food (QSR) – a Community-Based Business Under Siege

Jennifer Levine Hartz has an MBA, with a concentration in Public Policy from Georgia Tech, and a BA in Industrial Psychology from University of Pennsylvania. She and husband Eric have 4 college-aged “children.”

