

Jonathan M Estes



After receiving his B.A. in International Development from UMass Amherst, Jonathan Estes has worked over thirty years as an experiential educator, business leader, analyst, and sustainability expert. In all the settings he has worked, clients are excited about discovering new ways to demonstrate their value to stakeholders to achieve positive outcomes for health, the environment, social equity, and profits.

As an adult educator, Jonathan has always pushed the limits of technology to improve innovation, behavior change, and strategic planning, most recently for many projects requiring models, simulations, and games. For example, in sub-Saharan Africa, he managed the deployment of a computer-based simulation for training clinicians how to treat HIV/AIDS more effectively; and he has designed two cooperative board games on climate change and green supply chains.

A compelling and insightful writer and a popular keynote speaker, he has presented the concepts and trends of measuring and communicating business values in a variety of conferences and publications. In his book, *Smart Green: How to Implement Sustainable Business Practices in Any Industry and Make Money* (Wiley & Sons, March 2019), Jonathan outlines the key sustainability issues and processes leaders in all sectors need to be aware of to be both sustainable and successful.

Jonathan's current work focuses on applying his life-long passion for game theory and dynamics to strategic decision-making and behavior change for a better world as founder and CEO of GamaVida, Inc.