

Practical Ideas for Growth

Episode number: 1

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Jennifer Cantero Show Notes

Summary –

In this episode, Jennifer Harray-Cantero shares insights from her extensive journey in business and sustainability. As the force behind Sensiba LLP's Center for Sustainability, she sheds light on the importance of adopting a purpose-driven business model, the intricacies of B Corp Certification, and the challenges facing traditional capitalism. Jennifer's rich experience of over 25 years offers listeners a comprehensive understanding of the evolving landscape of capitalism and the crucial role of sustainability.

Main Points

In this episode, we discuss...

- Sensiba LLP's Center for Sustainability - 02:35
 - The inception and journey of the center - 02:35
 - Strategies to guide businesses towards sustainable models - 07:12
- B Corp Certification - 13:20
 - Significance and implications of the certification - 13:20
 - Jennifer's firsthand experience with its challenges - 22:43
- Evolution of Capitalism - 28:28
 - Jennifer's critical perspective on traditional capitalist frameworks - 28:28
 - Envisioning a sustainable and evolved approach to capitalism - 32:57

Guest Bios

Jennifer Harray-Cantero has over 25 years of business and marketing acumen. As the spearhead of Sensiba LLP's Center for Sustainability, she champions businesses in their shift towards more sustainable, transparent, and accountable models. Apart from her leadership role, she's the driving force behind the 'Rebooting Capitalism' podcast. Jennifer's contributions to the business realm have been recognized widely, with accolades including being named one of the 100 Most Influential Women in Business by the San Francisco Business Times in 2021 and as a Forever Influential Woman in 2022. Her active roles in

WeTheChange and the B Local Bay Area board further underscore her commitment to sustainable business practices.

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