

Dr. Keith Whittingham

Chair-Elect

Keith Whittingham is an Associate Professor at the Rollins College Crummer Graduate School of Business, where he teaches MBA courses in corporate sustainability practices, CSR and Human-Centered Design Thinking. He holds BSc. and Ph.D. degrees in Electrical Engineering from Howard University and Cornell University respectively. Following several years in R&D and manufacturing roles with Lucent Technologies' Bell Laboratories, Keith earned his MBA at Rollins College. In 2003, he joined the faculty at the Crummer School at Rollins, where he teaches MBA courses in Corporate Sustainability, CSR and Human-Centered Design Thinking. He is a certified Sustainability Associate of the International Society of Sustainability Professionals.

Keith's academic research focuses on the role of corporations in achieving global societal impact, including the UN Sustainable Development Goals, and includes studies of collaborative efforts to address the challenges facing small producers in the developing world, primarily in Latin America and the Caribbean. He has authored several journal articles and book chapters on the subject. Keith believes in putting "Theory into Practice". With a teaching philosophy that can be summarized as "Inspire, Engage, Unleash", he coached 5 consecutive teams of Crummer students to unmatched success in the Nespresso Global MBA Sustainability Challenge, and has advised numerous impactful student team consulting projects.

Keith is a strong proponent of enterprise and entrepreneurship as powerful vehicles in addressing global, social concerns. His decade of leading students on overseas learning experiences led him to the mountains of Costa Rica and Colombia, where he started to really understand the challenges facing coffee farmers and their communities. It was painful to hear the stories of these farmers and their families struggling to get by, while other companies made massive profits selling the same coffee the farmers worked so hard to produce. While researching business models to help these small producers climb out of poverty, Keith began to understand that there are a handful of barriers to be overcome in achieving this goal. In late 2017, his company, Nu Terroir Farmworx LLC, launched the Artifx Cafe brand, to break through

these barriers and bring real income to small farmers and real impact to their communities.