

## Julie Urlaub, Founder and Managing Partner of Taiga Company

Julie Urlaub is the Founder and Managing Partner of Taiga Company and author of *The Business Sustainability Handbook*. Her award winning blog, 56,000+ engaged Twitter followers, and loyal following on Facebook, Pinterest, and Google+ have garnered her recognition as an expert in social media engagement for sustainability. Her passion for using social media as a vehicle for positive change in our world has awarded her acknowledgment by Corporate Knights as the #25 top eco influencer on Twitter and by the Guardian as one of the top 10 most influential sustainability voices on Twitter in America.

Leveraging 15 years of business development and communications expertise in the Energy, Medical, and Information Technology industries, Julie now consults, writes, speaks, and advises clients on purpose-driven communications in the social space. She specializes in creating social media communications, impact, and growth strategies that empower conscious brands to expand their reach and scale their influence for good. Since founding Taiga Company in 2007, Julie has helped executives, directors, managers, and communication teams strategically engage and build thought leadership on social channels for the purpose of increasing brand recognition, stakeholder engagement, business opportunities, and revenue.

Julie not only walks the talk, but rides it too as an avid endurance mountain bike racer.

She has competed in the National Ultra Endurance Series, 24 Hour Mountain Bike National Championships, 24 Hour Solo World Championships, Breck Epic, and the TransRockies stage races.

Julie holds a BA in Political Science from Indiana University of Pennsylvania and a degree in Information Technology studies from Southern Methodist University.

Website: [www.TaigaCompany.com](http://www.TaigaCompany.com)

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