

BIOGRAPHY

Bryan Welch is a rancher, author and entrepreneur. He is CEO of B The Change Media, a multi-platform media company focused on business as a force for good in the world, which he founded last year in cooperation with B Lab and the B Corporations.

He and his wife, Carolyn, raise organic, grass-fed landrace cattle, sheep and goats at Rancho Cappuccino near Lawrence, Kansas.

For 19 years he ran Ogden Publications, Inc., the owners of *Mother Earth News*, *Mother Earth Living*, *Utne Reader*, *GRIT* and several other category-leading media brands focused on sustainability, natural health and rural lifestyles.

For 10 years leading up to 2013, *Mother Earth News* was the fastest-growing major magazine in North America. Last year it was also the magazine with the longest time spend reading by its audience; and the magazine most likely to be a reader's favorite according to MediaMark Research.

From its inception, Ogden Publications sustained steady growth in audience, revenues and profits based on its rapid development of new products and the digital media. In the past five years revenues have grown by 15 percent and profits are up 34 percent. Over the same five years audiences have more than doubled, from about 5 million people in 2009 to more than 12 million at the end of 2014.

Ogden Publications is a certified B Corporation and winner of several awards for corporate environmental stewardship.

Bryan has served on the boards of the Magazine Publishers Association, the Social Venture Network, Down Home Ranch Foundation and several other nonprofits. He also has served on corporate boards of directors and advisory boards of companies involved in natural foods, ecommerce and the media. He was Niche Media's 2014 "Niche Rock Star of the Year;" is a member of Mequoda Group's Digital Media Hall of Fame; and was honored with the B Corporations' 2014 Hal Taussig lifetime-achievement award for "using business as a force for good."

He holds a master's degree from Harvard University where he studied media policy and media management at the Kennedy School of Government and Harvard Business School.

Bryan's award-winning book, *Beautiful & Abundant: Building the World We Want*, appeared in 2011.