

Physicist Amory B. Lovins (1947– ) is cofounder and Chairman Emeritus and until September 2019 was Chief Scientist of Rocky Mountain Institute ([www.rmi.org](http://www.rmi.org)), continuing as an independent contractor and Trustee. He has been an energy advisor to major firms and governments in 70+ countries for 45+ years; author of 31 books and 650+ papers; and an integrative designer of superefficient buildings, factories, and vehicles. He has received the Blue Planet, Volvo, Zayed, Onassis, Nissan, Shingo, and Mitchell Prizes, the MacArthur and Ashoka Fellowships, the Happold, Benjamin Franklin, and Spencer Hutchens Medals, 12 honorary doctorates, and the Heinz, Lindbergh, Right Livelihood (“alternative Nobel”), National Design, and World Technology Awards. In 2016, the President of Germany awarded him the Officer’s Cross of the Order of Merit (*Bundesverdienstkreuz 1. Klasse*). A Harvard and Oxford dropout, former Oxford don, honorary US architect, and Swedish engineering academician, he has taught at ten universities, most recently Stanford’s Engineering School and the Naval Postgraduate School (but only on topics he’s never formally studied, so as to retain beginner’s mind). He served on the U.S. National Petroleum Council 2011–18 and on the U.S. Chief of Naval Operations’ Advisory Board 2013–14. *Time* has named him one of the world’s 100 most influential people, and *Foreign Policy*, one of the 100 top global thinkers. His latest books include *Natural Capitalism* (1999, [www.natcap.org](http://www.natcap.org)), *Small Is Profitable* (2002, [www.smallisprofitable.org](http://www.smallisprofitable.org)), *Winning the Oil Endgame* (2004, [www.oilendgame.com](http://www.oilendgame.com)), *The Essential Amory Lovins* (2011), and *Reinventing Fire* (2011, [www.reinventingfire.com](http://www.reinventingfire.com)). His main recent efforts include supporting RMI’s collaborative synthesis, for China’s National Development and Reform Commission, of an ambitious efficiency-and-renewables trajectory that informed the 13th Five Year Plan; helping the Government of India transform mobility to be shared, connected, and electric; and exploring how to make integrative design the new normal, so energy efficiency becomes severalfold larger, often with increasing returns.