

Physicist Amory B. Lovins (1947–) is cofounder and Chairman Emeritus and until September 2019 was Chief Scientist of Rocky Mountain Institute (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), *Small Is Profitable* (2002, www.smallisprofitable.org), *Winning the Oil Endgame* (2004, www.oilendgame.com), *The Essential Amory Lovins* (2011), and *Reinventing Fire* (2011, 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; and exploring how to make integrative design the new normal, so investments in energy efficiency are severalfold larger, often with increasing returns.

The Wall Street Journal’s Centennial Issue named Mr. Lovins among 39 people in the world most likely to change the course of business in the 1990s; *Newsweek*, “one of the western world’s most influential energy thinkers”; Dr. Alvin Weinberg, former Director of Oak Ridge National Laboratory, “surely the most articulate writer on energy in the whole world today”; and *Car* magazine, the 22nd most powerful person in the global automotive industry. Dr. John Ahearne, then Vice President of Resources for the Future, remarked that “Amory Lovins has done more to assemble and advance understanding of [energy] efficiency opportunities than any other single person.” *The Economist* wrote in 2008 that “history has proved him right.” The Editor of *The Electricity Journal* wrote in 1994 that “No advocate has had a greater influence on the changing orientation of U.S. utilities toward energy efficiency....” The Editor of *Public Utilities* Fortnightly ranked him first among molders of the modern electricity industry, and the Editor of *Power Engineering International*, first among 16 experts in 20-year electricity prescience. He has been profiled in *The Economist*, *Fortune*, *Forbes*, *Time*, *New Yorker*, and *Harvard Magazine*.