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**SCOTT VENTRELLA JOINS THE CENTER FOR  
CORPORATE ETHICS, A DIVISION OF THE  
INSTITUTE FOR GLOBAL ETHICS**

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New York, NY, December 5, 2008 – The Institute for Global Ethics (IGE) announced today that Scott W. Ventrella, 48, has been appointed managing director of the Center for Corporate Ethics (CCE), a division of IGE. The Center helps businesses bring clarity to their ethical values and integrity to their decision-making and governance processes. Scott’s proven track record in executing large-scale organizational change, in executive coaching and leadership development, and in teaching ethics at the university level, make him well-equipped for the job.

Working directly with IGE President and Founder Rushworth M. Kidder, Scott is helping clients create values-based cultures of integrity that give companies the resilience to persevere through difficult times and thrive in today’s challenging global business environment. This leadership team offers corporations a powerful framework for navigating through tumultuous times without sacrificing the defining ethical standards that are the cornerstone of business success.

“Scott joins us at an ideal time,” said Dr. Kidder. “His multi-faceted background includes management consulting, teaching, coaching, leadership training and experience on the front lines where he felt the pressure to meet shareholder expectations for quarterly results. This enables him to apply practical, action-oriented tools that can have immediate impact on the corporate culture and the bottom line. He is a great addition to our team.”

Scott has experience as executive vice president of SAI Global, and extensive management consulting experience with Mercer Delta and Juran Institute. He also led the restructuring of The Peale Center after the death of its founder, Dr. Norman Vincent

Peale, and the subsequent merger with Guideposts, Inc. He is an adjunct professor at Fordham University's Graduate School of Business and currently teaches a course on applied business ethics at Fairfield University. In addition to this academic work, Scott's pragmatic approach to challenging business topics has made him a sought-after guest lecturer over the past twenty years. He lectures frequently on topics including leadership, individual and organizational integrity, and change management at premier universities including Harvard, Dartmouth, New York University's Stern School of Business, and the University of Connecticut.

He is the author of internationally acclaimed, *The Power of Positive Thinking in Business: 10 Traits for Maximum Results* (Simon & Schuster/Free Press, May 2001) which has been translated into 24 languages. He is also the author *Me, Inc.: How to Master the Business of Being You* (John Wiley & Sons, February 2007). He has also served as a contributing author for a number of publications, including *The Change Champion's Fieldguide* (Best Practices Publications, 2002) where he wrote a chapter entitled, "Raise the Bar from Corporate Compliance to Total Organizational Integrity."

He succeeds Marty Taylor, who served as director of the Center for Corporate Ethics from 2004 to 2008. Marty continues with CCE on a part-time basis as master trainer and senior consultant.

### **About the Institute for Global Ethics**

Founded in 1990, the Institute for Global Ethics is an independent, nonsectarian, nonpartisan, nonprofit organization dedicated to promoting ethical action in a global context. Its challenge is to explore the global common ground of values, elevate awareness of ethics, and provide practical tools for making ethical decisions.

Within the Institute, the CCE brings to corporations an array of proven tools, techniques, and programs aimed at reducing the likelihood and risks of ethical lapses. By introducing a practical decision-making framework for people to use at all levels, CCE helps align the client's corporate values and the employees' personal values. Current clients include Accenture, BD (Becton Dickinson), J.M. Smucker Company, and the U.S. Coast Guard.

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