



James Robinson III
Former Chairman/CEO of the American Express Company
Former Director of The Coca-Cola Company
Chairman Emeritus of the World Travel and Tourism Council (WTTC)
Director of Green Globe, 1996-97

A highly respected businessman, James D. Robinson III is best known for his 22-year career in senior management positions at the American Express Company, including over 15 years as its chairman and chief executive officer. Mr. Robinson was a director of The Coca-Cola Company for 40 years, served as a long-time director and chairman of Bristol-Myers Squibb Company, and still hold positions on a variety of corporate boards. From 1996 to 1997, Mr. Robinson was one of the early directors of the Green Globe brand.

As Chairman/CEO of The American Express Company from 1977 to 1994, Mr. Robinson played a prominent role in the RJR Nabisco leveraged buyout battle as chronicled in the book *Barbarians at the Gate*. Actor and former United States Senator Fred D. Thompson played Mr. Robinson in the movie adaptation.

Mr. Robinson is a general partner and co-founder of RRE Ventures, a private information technology venture investment firm, and president of J.D. Robinson, Inc., a strategic consulting firm.

Robinson is a member of The Business Council, an association of the CEOs of the world's most important business enterprises; a member of the Council on Foreign Relations, a think tank specializing in U.S. foreign policy and international relations; and an honorary trustee of the Brookings Institution, a prestigious American think tank. He is currently a member of investment bank Jefferies' Global Senior Advisory Board.

In the 1980s, Mr. Robinson was co-founder of the World Travel & Tourism Council (WTTC), a forum for the travel and tourism industry and the entity in which Green Globe was originally developed. The WTTC is made up of members from the global business community and works with governments to raise awareness about the travel and tourism industry. In the early 1990s, the leadership of the WTTC already understood the importance of sustainability for the industry and developed Green Globe in response.

A graduate of Georgia Tech with an MBA from Harvard University, Mr. Robinson is the honorary chairman of the Memorial Sloan-Kettering Cancer Center in New York City.

Green Globe honors James Robinson III for helping to establish and shape the Green Globe brand during its formative years.