

Adam Werbach was elected National President of the Sierra Club at age 23, becoming the youngest president in the organization's history. He later helped bring sustainability into the mainstream through work with Walmart, co-founded Trove, and served as Amazon's Global Head of Sustainable Shopping, where his team used machine learning to promote more sustainable products in search.

Werbach is currently Head of Digital and Unscripted TV at Kapital Entertainment. He is also co-founder of Planet 10B and Transparent City, a civic data platform he launched with Rob Goldman in 2025.

He is the author of *Act Now, Apologize Later* and *Strategy for Sustainability: A Business Manifesto*, and he was a contributor to [TheAtlantic.com](https://www.theatlantic.com).

Werbach lives in San Francisco and has worked across activism, business, technology, and media for more than three decades.