

# Insight on Coaching – Guest Bio

*Brian Back*  
*Founding Editor & Publisher*  
*Sustainable Industries magazine*

## Introduction

Brian Back is the founding editor and publisher of *Sustainable Industries*, an award-winning green business magazine. As one of the first business journalists in the United States to pioneer a beat in “sustainability,” Brian has been a leading expert in topics such as clean energy, green building, environmental technology, and other green business sectors. He has researched, written and spoken extensively on economic impacts and trend - including the role of media - in these intersecting and rapidly evolving industries.

## Experience

Brian began his career as a reporter for the *Atlanta Journal-Constitution*, where he covered growth and sprawl trends in one of the fastest-growing cities in the United States. While working as a reporter and columnist for *The Business Journal* in Portland, Brian pushed his editors to develop a new beat in sustainable industries, which was then an emerging concept among a handful of innovators on the West Coast. His work has appeared in leading magazines, web sites, newspapers and trade journals. When *Sustainable Industries* was launched as a monthly business newsletter in February 2003, the City of Seattle Office of Sustainability and Environment and Office of Economic Development, Washington Department of Ecology and Oregon Economic and Community Development Department were the publication’s founding sponsors.

## Education

Brian earned a master's degree in mass communications from Georgia State University.