



THE GEORGE WASHINGTON UNIVERSITY  
SCHOOL OF  
BUSINESS



Please join  
The George Washington University  
School of Business, Department of Marketing  
for a Lecture by

## Mats Larsson

Author of  
*Global Energy Transformation*

**MATS LARSSON** is the president and founder of the Global Energy Transformation Institute. He has worked for twenty years as a business consultant with strategy development, operational efficiency, IT and change management. His experience covers industries as diverse as food and packaging, construction, services (electronic and professional) and high technology. He has worked with companies of all sizes and in all stages of development.

Mats Larson has been a tremendous help in arranging with GWU student visits to Swedish Clean Technology Firms as part of the Marketing undergraduate course, Leading Nordic Brands and the Spring 2010 Global MBA Consulting Practicum in Sweden. Mats' message in his new book *Global Energy Transformation* is even more relevant as the Gulf oil spill disaster consumes our National attention.

**Monday, June 21st**

**12:00pm-2:00 pm**

**Funger Hall, Room 620**

**RSVP to [bdyer@gwu.edu](mailto:bdyer@gwu.edu)**

Light lunch will be served.

