

Friday Keynote ---Marilyn Carlson Nelson



Marilyn Carlson Nelson is chairman and former CEO of Carlson, one of the largest privately held companies in the world, where she has been an extremely effective business leader. Under her leadership, the firm's systemwide sales nearly doubled, to \$40 billion. She transformed Carlson into a "new model" company and initiated an employee effort that netted more than \$200 million in bottom-line process and program improvements.

She has been named one of "America's Best Leaders" by *U.S. News & World Report* and *Forbes* magazine has regularly selected her as one of "The World's 100 Most Powerful Women." In 2007, *Ethisphere Magazine* named her one of the "100 Most Influential People in Business Ethics." A Minneapolis native, Ms. Nelson is also very well known for her community involvement.

Ms. Nelson is an authority on authentic leadership and is the author of *How We Lead Matters: Reflections on a Life of Leadership*, an inspiring collection of wisdom about how to build a meaningful legacy one day at a time.

Ms. Nelson co-chaired the World Economic Forum in 2004 and has held a number of other high-level leadership positions at the WEF and other industry councils. She has received prestigious awards from the governments of France, Sweden and Finland and serves on the board of Exxon Mobil and other major organizations.

She served as chair of the National Women's Business Council, a bipartisan advisory council to the President and Congress (2002-2005), and is currently chair of the U.S. Travel and Tourism Advisory Board.

Marilyn Carlson Nelson will draw from her expertise on leadership in the global community and her rich international experience to inspire World language educators at all levels to be leaders in the classroom: "*Never forget that your role as a leader is to be a steward for future generations.*" This internationally recognized leader of a global business portfolio with a record of extraordinary success will explain what skills will benefit World language students as they strive to develop competence to compete in the global marketplace. The personal insights that she will share are not to be missed.

