



Stage Intro

With a career that spans over 25 years and six continents, Jim Massey is considered one of the world's leading strategic practitioners.

An internationally respected thought leader on trust, sustainability, and ethics, his vision is always to “build our next” through industry-leading change.

For more than two decades, he has applied his “Business As Us” model to unleash those around him to create the first, the next, and the impossible through numerous groundbreaking initiatives.

At Johnson & Johnson, he sparked a cultural shift that propelled one of the organization's fastest commercial launches in its history.

At AstraZeneca, he pioneered one of the boldest environmental programs in the world—now recognized as the global standard for achieving Net Zero.

Today, he unleashes teams to operate at the speed and point of business, so they can solve our greatest challenges and build the organizations we need for tomorrow.

Business as Us is a story of tomorrow, where we take bold leaps into the unknown... together.

Without further ado, please join me in welcoming Jim Massey.



Bio – Short

With a career that spans over 25 years and six continents, Jim Massey is considered one of the world’s leading strategic practitioners.

An internationally respected thought leader on trust, sustainability, and ethics, his vision is always to build our next through industry-leading change.

For more than two decades, Jim has applied his Business As Us model to unleash those around him to create the first, the next, and the impossible through numerous groundbreaking initiatives. This included laying the groundwork for one of the boldest environmental programs in the world—now recognized as the global standard for achieving Net Zero.

Bio – Long

For more than two decades, Jim Massey has used his Business As Us model to unleash those around him to create the first, the next, and the impossible.

With a career that spans over 25 years and six continents, he is considered one of the world’s leading strategic practitioners. An internationally respected thought leader on trust, sustainability, and ethics, his vision is always to build our next through industry-leading change.



Jim has used Business as Us to drive numerous groundbreaking initiatives over the years—leading teams to transform the healthcare landscape, take action on climate change, achieve leadership and pay equity, and much more.

At 25, he joined Johnson & Johnson, one of the world's most trusted companies, as one of its youngest marketers. Leveraging the Business As Us™ model, he sparked a cultural shift that propelled one of the organization's fastest commercial launches in its history.

In just a year at AstraZeneca, he developed a cutting-edge compliance program that enabled the business to respond in real-time to new business opportunities. This pioneering work earned him recognition as one of Compliance Week Magazine's 2019 Top Minds.

With no environmental background, he empowered his teams to lay the groundwork for one of the boldest environmental programs in the world—now recognized as the global standard for achieving Net Zero.

Jim is driven by the belief that humans create systems to make sense out of chaos—but there are times when those systems don't work. Business as Us frees us from those systems, so we can unleash our full potential. It's a story of tomorrow, where trust shapes a better future, and we take bold leaps into the unknown, together.