



Lou Raiola

Practice Leader, ESG

Lou Raiola is a Strategic Advisor and the Practice Leader of Environmental, Social, and Governance (ESG) for ethOs. He is also a recognized cause marketing pioneer and ESG thought leader who has consistently and passionately been at the forefront of social impact innovation since the mid 1980s.

As the ethOs Practice Leader of ESG, Lou is uniquely experienced to consult with clients to adopt ESG as a strategic imperative in both their organizational evolution towards mitigating risks and innovating solutions advocating ESG as good for business.

Lou and the ethOs team work to align each organization with its stakeholders and industry ESG priorities as well as adopt standards and frameworks as guiding forces of transformation. They also advise clients on the measurement, disclosures, and reporting aspects of ESG.

Lou is a visionary, having embraced and led the “Do Well By Doing Good” mantra beginning in the 1980s long before it became popular in recent years. Today, his vision is focused on the ESG impact on privately held, mid market companies that are about to face what he terms “The ESG Ripple Effect,” whereby public ESG reporting organizations will demand their value chain partners adopt organizational ESG alignment.

Prior to joining forces with ethOs, Lou spent more than 30 years championing causes that inspire social change through sports, entertainment, and pop culture, and he’s still the known go to resource when it comes to uniting stakeholder groups in collective efforts to drive positive social impact. He provides ESG advisory support within the Commercial Real Estate sector (with Nova Group, GBC), the commercial print sector (with The Vomela Companies), and across the sports and entertainment sector (with Green Sports Alliance).

When he’s not at work, Lou enjoys spending time with his wife, three adult children, their spouses, and 3 granddaughters, attending various sports activities and time together.