



THE C.V. STARR PROGRAM IN
**Commerce, Organizations
and Entrepreneurship**

COE Lecture Series—November 10, 2009, 2:30pm
Metcalf Research Building, room 129

Cleaning Up After a Fraud: Lessons Learned for Building an Ethical Culture

How do you re-build trust after executives from your company have pled guilty to criminal charges?
How do you change your employees' perception that top executives are greedy, selfish and inherently unethical?
Did you know that the Justice Department sets guidelines for sentencing executives charged with ethics violations?
How do you ensure that an organization behaves ethically on a day-to-day basis?

Come to COE's Lecture prepared to learn, question, and ponder real world issues



Lawrence Benjamin
Executive Vice President, Royal Ahold
Chief Operating Officer, Ahold USA

About Lawrence Benjamin:

Mr. Benjamin is Executive Vice President of Royal Ahold and Chief Operating Officer of Ahold USA. Royal Ahold is a \$40 billion Netherlands-based global food retailer. Ahold USA is the \$22 billion U.S. subsidiary of Royal Ahold consisting of over 700 supermarkets in 12 states and Washington, DC. Ahold USA store brands include Stop & Shop, Giant Food Stores of Carlisle, Martin's, Giant of Landover and Peapod. Prior to his current position, Benjamin was Chief Executive Officer of Ahold's U.S. Foodservice unit. Before joining Ahold in 2003, Benjamin led the turnaround of several troubled food businesses, serving as President and/or CEO of Stella Foods, Specialty Foods Corporation, the Nutrasweet Company and the Budget Gourmet/Birdseye division of Kraft Foods. He has also served as an advisor for several private equity firms. Benjamin received his BA from Brown University and his MBA from Columbia University Business School.