

## Access to Experts



**Aileen Zerrudo**

Director of Communications, Corporate Social Responsibility  
Clorox

Aileen Zerrudo is a director of corporate communications at The Clorox Company. She is responsible for the overall development, execution and management of internal and external strategies and communications on all areas of corporate responsibility, including environmental sustainability, product safety, and social cause programs. She also leads the company's voluntary product ingredient communication program, Ingredient Inside, which discloses ingredients used in the company's cleaning, disinfecting and laundry products in the U.S. and Canada.

Prior to her current role at Clorox, Aileen handled the PR launch of Green Works® Natural Cleaners, the market-leading brand in the natural cleaning homecare category. She and her team established the partnership with Sierra Club, with the objective to help mainstream natural cleaning. She has also worked on a number of other Clorox brands, including Hidden Valley®, Kingsford®, Glad® and Clorox® Bleach.

Prior to joining Clorox, Aileen was a vice president in the consumer marketing practice at Weber Shandwick Worldwide, a global marketing communications firm, working with such clients as American Airlines, The Bahamas Ministry of Tourism, The Hong Kong Tourism Organization, The Body Shop, Peet's Coffee & Tea and HP.

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