

## Access to Experts



**Alexander Parkinson**

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Alex Parkinson is a senior researcher and associate director of the Society for New Communications Research of The Conference Board (SNCR). He specializes in corporate philanthropy and communications and marketing, and is the executive editor of *Framing Social Impact Measurement* and *Giving Thoughts*, a blog and online publication series in which The Conference Board engages corporate philanthropy experts in an open dialogue about topical issues of concern to member companies. He is also the author of *Making Sense of Social Impact Bonds for Companies*, *Better Together: Why a United Front Can Propel Diversity and Inclusion and Corporate Philanthropy in the United States* and co-author of *Corporate Communications Practices: 2016 Edition*.

Alex led the integration effort between SNCR and The Conference Board when the two organizations came together in February 2016. He serves as the combined entity's Associate Director and is a member of the SNCR Advisory Board.

Before joining The Conference Board in September 2013, Alex worked as a senior consultant in London and New York for corporate social responsibility (CSR) consultancy Context. He has advised some of the world's leading multinationals on CSR communications and strategy development. His clients included Bloomberg, Brown-Forman, BSKyB, Burt's Bees, Cisco, HP, International Paper, PepsiCo, Roche, Standard Chartered, Syngenta, Teva Pharmaceuticals, and Vodafone.

Alex spent two years after graduating university working as a reporter and sub-editor for UK-based financial media companies VRL KnowledgeBank and Vitesse Media. His stories appeared in publications including *Business XL*, *Information Age*, *International Accounting Bulletin*, *The Accountant*, and *What Investment*.

Alex holds a BSc in economics and international development from the University of Bath, United Kingdom.

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## Publications by Alexander Parkinson

### Council Perspectives

- [Better Together: Why a United Front Can Propel Diversity and Inclusion and Corporate Philanthropy in the United States](#)  
11 January, 2016

### Key Business Issues

- [Socially Minded: Convincing the C-suite of Social Media's Benefits](#)  
25 May, 2017
- [Socially Minded: Can Social Media Help CEOs Be More Strategic? \(CEO Overview\)](#)  
22 May, 2017
- [Unlocking Value from Integrated Corporate Communications and Marketing](#)  
23 September, 2016
- [Unlocking Value from Integrated Corporate Communications and Marketing \(CHRO Business Implications\)](#)  
23 September, 2016
- [Unlocking Value from Integrated Corporate Communications and Marketing \(CEO Business Implications\)](#)  
23 September, 2016
- [Is Short-Term Behavior Jeopardizing the Future Prosperity of Business? \(CLO Strategic Implications\)](#)  
27 October, 2015
- [Is Short-Term Behavior Jeopardizing the Future Prosperity of Business? \(CHRO Strategic Implications\)](#)  
27 October, 2015
- [Is Short-Term Behavior Jeopardizing the Future Prosperity of Business? \(CFO Strategic Implications\)](#)  
27 October, 2015
- [Is Short-Term Behavior Jeopardizing the Future Prosperity of Business?](#)  
27 October, 2015
- [Is Short-Term Behavior Jeopardizing the Future Prosperity of Business? \(CEO Strategic Implications\)](#)  
27 October, 2015
- [Framing Social Impact Measurement: CHRO Implications](#)  
21 January, 2015
- [Framing Social Impact Measurement: STRATEGIC OVERVIEW](#)  
25 November, 2014

### Research Report

- [The State of Digital and Social Media Risk Management](#)  
19 October, 2017
- [Business Contributions to the Arts: 2017 Edition](#)  
28 June, 2017
- [Employees as Brand Ambassadors: The State of Employee Advocacy](#)  
10 November, 2016
- [Corporate Communications Practices: 2016 Edition](#)  
28 June, 2016
- [Using Corporate Philanthropy to Build Long-Term Perspectives](#)  
02 May, 2016
- [Making Sense of Social Impact Bonds for Companies](#)  
01 October, 2015