Access to Experts

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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 *Better Together: Why a United Front Can Propel Diversity and Inclusion and Corporate Philanthropy in the United States.*

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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