



Alex Parkinson

Former Communications Institute Co-Leader
The Conference Board
Principal
Parky Communications

The following is a biography of former employee/consultant

Alex Parkinson is Principal of Parky Communications, a communications agency specializing in sustainability and CSR reporting and communications. He served as the Co-Leader of The Conference Board Corporate Communications Institute and is also Executive Editor of the organization's corporate citizenship and philanthropy, and marketing and communications blogs, as well as the *Giving Thoughts* and *What's Ahead: Marketing and Communications* online publication series. He is the author of more than 10 publications focused on corporate citizenship and corporate communications.

Alex led the integration effort between the Society for New Communications Research (SNCR) and The Conference Board when the two organizations came together in February 2016.

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