Access to Experts

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Alex Parkinson is Principal of Parky Communications, a communications agency specializing in sustainability and CSR reporting and communications. He serves 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.

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Publications by Alex Parkinson

Council Viewss
- Better Together: Why a United Front Can Propel Diversity and Inclusion and Corporate Philanthropy in the United States
  11 January, 2016

Key Business Issuess
- Corporate Communications Practices: 2019 Edition
  05 August, 2019
- Disaster Philanthropy Practices
  12 June, 2019
- Corporate Communications Practices: 2018 Edition
  27 February, 2018
- Socially Minded: Convincing the C-suite of Social Media's Benefits
  25 May, 2017
- Unlocking Value from Integrated Corporate Communications and Marketing
  23 September, 2016

Newsletters
- Marketing & Communications Center Newsletter (US) - August 2019
  15 August, 2019

Publications
- Corporate Communications Practices: Key Findings 2018 Edition
  27 February, 2018
- Unlocking Value from Integrated Corporate Communications and Marketing (CHRO 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? (CEO Strategic Implications)
  27 October, 2015
- Framing Social Impact Measurement: CHRO Implications
  21 January, 2015

Research Reports
- Toward Standardized Social Outcomes for Companies
  02 April, 2019
- Business Contributions to the Arts: 2018 Edition
  26 September, 2018
- 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
- Is Short-Term Behavior Jeopardizing the Future Prosperity of Business?
  27 October, 2015
- Making Sense of Social Impact Bonds for Companies
  01 October, 2015