

Access to Experts



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Craig E. Carroll leads The Conference Board Communications Institute and is the Executive Director of the Observatory on Corporate Reputation® (OCR Network). Craig has published three of the leading research compendiums on corporate reputation: *Corporate Reputation and the News Media* (Routledge, 2010), the *Handbook of Communication and Corporate Reputation* (Wiley-Blackwell, 2013), and the *SAGE Encyclopedia of Corporate Reputation* (Sage Publications, 2016). With Prof. Roderick Hart of the University of Texas at Austin, he is the co-author of *DICTION 7.1*, a computer-aided text analysis program that analyzes and grades texts for use of rhetorical influence strategies.

Craig's teaching, research, and public engagement focuses on the roles of communication and media for creating social change through organizations. He teaches graduate courses in corporate communications, reputation, and social responsibility in programs around the world including Rice University's Jones Graduate School of Business, IE University, Copenhagen Business School, and Singapore Management University.

Craig has received several research, teaching, and mentoring awards, including Educator of the Year by *PR News*, the Andrew W. Mellon Excellence in Mentoring Award from the University of Southern California, and most recently, a 2020 Thought Leader in Trust by Trust Across America-Trust Around the World.