

## 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 Views

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

### Key Business Issues

- [Corporate Communications Practices: Key Findings 2018 Edition](#)  
27 February, 2018
- [Corporate Communications Practices: 2018 Edition](#)  
27 February, 2018
- [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

### Newsletter

- [Marketing & Communications Center Newsletter \(US\) - August 2019](#)  
15 August, 2019

### Research Report

- [Corporate Communications Practices: 2019 Edition](#)  
05 August, 2019
- [Disaster Philanthropy Practices](#)  
12 June, 2019
- [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

- [Making Sense of Social Impact Bonds for Companies](#)  
01 October, 2015