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Leaders of the World's Largest Companies Gathering to Discuss Aligning Stakeholder Needs with Core Business Strategy

12th Annual Board of Boards to Feature Afternoon Session with CEOs Presenting Long-Term Plans to Strategic Investors

November 18, 2016, New York, NY—Leading CEOs who are a part of CECP: The CEO Force for Good—a coalition of more than 200 corporations collectively representing \$7 trillion in annual revenue – will assemble for [CECP's](#) 12th annual [Board of Boards](#). Noted in *Forbes* as one of the top three "power player" CEO gatherings, this closed-door session is a business insights and opportunity forum. CEO participants position their companies for success and forge valuable connections with peer business leaders around the topic of infusing stakeholder needs into core business strategy. Confirmed CEO discussion leaders include:

- **Mitch Barns**, CEO, [Nielsen](#)
- **Dominic Barton**, Global Managing Director, [McKinsey & Company](#)
- **Michael L. Corbat**, CEO, [Citigroup](#)
- **Brian C. Cornell**, Chairman & CEO, [Target](#)
- **Chad Dickerson**, CEO, [Etsy](#)
- **Richard Edelman**, President and CEO, [Edelman](#)
- **Alex Gorsky**, CEO, [Johnson & Johnson](#)
- **Denise Morrison**, President & CEO, [Campbell Soup Company](#)
- **F. William McNabb III**, Chairman & CEO, [Vanguard](#)
- **Anne M. Mulcahy**, Chairman, Board of Trustees, [Save the Children](#); Former Chairman and CEO, [Xerox Corporation](#)

"The conversations and connections that happen at Board of Boards are the ones that guide and galvanize CEOs throughout the year," said **Daryl Brewster**, CEO, CECP. "These sessions are where CEOs with common values come to discuss the system-level changes necessary to solve societal issues."

"Companies need to invest in the long-term wellbeing of the communities on which they rely for their business," said **Mitch Barns, CEO, Nielsen**. "CECP provides a unique opportunity for companies to come together around this important shared mission of making a positive social impact."



In addition, and for the first time, after hearing from CEOs at the 2016 Board of Boards [that 86% felt they spent too much time focused on the short-term](#), the Board of Boards will also host an afternoon session inviting select CEOs to **present their long-term business plans to strategic investors** with \$10 trillion in assets under management. Heeding the call from leading institutional investors to fundamentally change the way public companies define value creation, CECP has created the [Strategic Investor Initiative](#) (SII), which is developing a platform to **move trillions in capital** by working with leading companies to develop and deliver their long-term plans to strategic investors.

“The inaugural CEO/Investor Forum will be a watershed moment to accelerate the shift away from short-termism on Wall Street towards long-term sustainable value creation,” said **Mark Tulay, Director, Strategic Investor Initiative, CECP**. “SII is looking forward to connecting leading CEOs with long-term investors so that together, we can focus on driving long-term value creation.”

The convening will be held at the Time Warner Center in New York City, Monday, **February 27, 2017** from 8:30 AM – 5:00 PM. The event is limited to [CECP CEO's](#), who are encouraged to [RSVP](#) today. The agenda and list of confirmed attendees [can be found here](#). Companies interested in reserving the few remaining investor presentation afternoon sessions should contact Mark Tulay mtulay@cecp.co.

The event will also include the formal presentation of CECP's [Force for Good Awards](#), given to current and former CEOs who lead on making corporate societal engagement a priority in their companies and communities. CEO honorees are selected by the CECP [Board of Directors](#) and are presented at the Board of Boards event in front of the honorees' peers.

CECP is grateful for the generosity of the event supporters **Newman's Own Foundation, PwC US, and USAA**.

*Note to Editors: CECP can coordinate interviews with **CEOs and company representatives** from [CECP-affiliated companies](#) in advance of and on site at the event. **Daryl Brewster**, CEO, CECP is also available for comment on the 2016 Board of Boards, as well as findings from the 2015 event. Please contact Jackie Albano, jalbano@cecp.co, 646-863-1926 to arrange interviews.*

Previous CECP Board of Boards speakers include:

David Abney, CEO, UPS
Mitch Barns, CEO, Nielsen Holdings plc
Mark T. Bertolini, Chairman & CEO, Aetna, Inc.
John P. Bilbrey, President & CEO, The Hershey Company
Eileen Fisher, Founder & Chairwoman, Eileen Fisher
Lynn Forester de Rothschild, CEO, E.L. Rothschild

Dr. H. Fisk Johnson, Chairman & CEO, S.C. Johnson & Son, Inc.
Candace Kendle, Former Chairman & CEO, Kendle International Inc.
Kip Tindell, Chairman & CEO, The Container Store
Ronald A. Williams, Former Chairman & CEO, Aetna, Inc.



Dominic Barton, Worldwide Managing Director,
McKinsey & Company

Marc Benioff, Chairman & CEO,
salesforce.com

Ursula Burns, Chairman & CEO, Xerox

Peter Brabeck-Letmathe, Chairman, Nestle

David Cote, Chairman & CEO, Honeywell

Michael Duke, Former CEO, Wal-Mart

Anthony F. Earley Jr., Chairman, CEO &
President, PG&E

Richard Edelman, President & CEO, Edelman

Hikmet Ersek, President & CEO, Western
Union

Kenneth C. Frazier, Chairman & CEO, Merck

Jeff Immelt, Chairman & CEO, GE

Klaus Kleinfeld, CEO, Alcoa Inc.

Shelly Lazarus, Chairman, Ogilvy & Mather

Robert E. Moritz, US Chairman and Senior
Partner, PwC

Indra K. Nooyi, Chairman & CEO, PepsiCo

Gregory Page, Executive Chairman, Cargill

James Prokopanko, President & CEO, The
Mosaic Company

Ken Powell, CEO, General Mills, Inc.

Ginni Rometty, Chairman, President & CEO,
IBM

Hamdi Ulukaya, Founder & CEO, Chobani, LLC

Thomas J. Wilson, Chairman & CEO, Allstate
Insurance Company

Andrew Witty, CEO, GSK

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About CECP: The CEO Force for Good

CECP is a coalition of CEOs united in the belief that societal improvement is an essential measure of business performance. Founded in 1999 by Paul Newman and other business leaders, CECP has grown to a movement of 150 CEOs of the world's largest companies across all industries. Revenues of engaged companies sum to \$7 trillion annually. A nonprofit organization, CECP offers participating companies one-on-one consultation, networking events, exclusive data, media support, and case studies on corporate engagement. For more information, visit <http://cecp.co>.