

Event Program

Board
of Boards

12TH
ANNUAL

FEATURED CEO SPEAKERS

Mitch Barns, CEO, Nielsen

Dominic T. Barton, Global Managing Partner,
McKinsey & Company

Barbara Byrne, Vice Chairman, Investment
Bank, Barclays

Michael Corbat, CEO, Citi

Brian C. Cornell, Chairman & CEO, Target

Chad Dickerson, CEO, President & Chair, Etsy

Richard Edelman, President & CEO, Edelman

Alex Gorsky, Chairman & CEO, Johnson &
Johnson

Dr. Risa Lavizzo-Mourey, President & CEO,
Robert Wood Johnson Foundation

Andrew N. Liveris, Chairman & CEO, The
Dow Chemical Company

F. William McNabb III, Chairman & CEO,
Vanguard

Denise Morrison, President & CEO,
Campbell Soup Company

Anne M. Mulcahy, Chairman, Board of
Trustees, Save the Children; Former
Chairman & CEO, Xerox Corporation

Kip Tindell, Chairman & Co-Founder,
The Container Store

MODERATORS

Adi Ignatius, Editor-in-Chief,
Harvard Business Review

Gillian Tett, US Managing Editor,
Financial Times

12TH ANNUAL

Board of Boards: The Long-Term Business Imperative

FEBRUARY 27, 2017 | NEW YORK CITY



CECP

THE CEO FORCE
FOR GOOD

CECP 2017 CEO Honors

"I helped to start CECP with the belief that corporations could be a force for good in society."

Paul Newman (1925–2008)

Founding Co-Chair, CECP; Founder, Newman's Own



FORCE FOR GOOD AWARDS

FOUNDERS AWARD

Michael Corbat, CEO, Citi

Michael Corbat is being honored for his leadership in enabling growth and progress through Citi's core business activities and philanthropic work. From setting ambitious sustainable investing goals to supporting inclusive cities and career readiness for today's youth, his work sets the standard for responsible and sustainable global citizenship.

STRONG START AWARD

Brian C. Cornell, Chairman & CEO, Target

Brian C. Cornell is being honored as a champion for health and wellness. Brian has played a key role in positioning Target as a force for good by leveraging its stakeholder partnerships, brand influence, and scale. In turn, he has helped to make active living and healthier and safer products more accessible for the company's customers, team members, and the communities they serve.

PACESETTER AWARD

Chad Dickerson, CEO, President & Chair, Etsy

Chad Dickerson is being honored for upholding an ongoing commitment to a community-minded mission and long-term focus—people and profits, particularly in the face of short-term public market constraints. As the leader of Etsy, he prioritizes company values, employees, and broader stakeholder community groups to create purposeful business activities for all.

CROSS-SECTOR AWARD

Dr. Risa Lavizzo-Mourey, President & CEO, Robert Wood Johnson Foundation

Dr. Risa Lavizzo-Mourey is being honored for leading the Robert Wood Johnson Foundation's bold vision for building a Culture of Health in America, enabling all in our diverse society to lead healthier lives. This vision stems from her conviction that meaningful philanthropy must achieve lasting social change. Under her leadership, the Foundation has researched, evaluated, and implemented transformative programs tackling the nation's most pressing health issues through four major themes: Healthy Communities; Healthy Children, Healthy Weight; Transforming Health and Health Care Systems; and Leadership for Better Health.

COLLABORATION AWARD

F. William McNabb III, Chairman & CEO, Vanguard

F. William McNabb III is being honored for his leadership to encourage open communication about and consideration of a long-term strategic lens for both investors and companies. As the author of a groundbreaking letter to the investment community highlighting ways to engage and principles for corporate governance, he is setting trends and promoting the adoption of new industry-wide standards.

CEO Engagement Opportunities

CECP offers the following opportunities for its CEOs:

COLLABORATION AWARD

Denise Morrison, President & CEO, Campbell Soup Company

Denise Morrison is being honored for her leadership in creating purpose-driven change at Campbell Soup Company. The company's Purpose, "Real food that matters for life's moments," authentically demonstrates how business can meaningfully serve the needs of all its stakeholders and make a profit and a difference. Under Denise's leadership, the company has declared its intention to set the standard for transparency in the food industry. She has also diversified the company's portfolio through key acquisitions, with a focus on health and well-being. Consistent with Denise's servant-leader philosophy, the company strives to create healthy communities where its employees live and work.

LAWRENCE A. WIEN LEGACY AWARD

Anne M. Mulcahy, Chairman, Board of Trustees, Save the Children; Former Chairman & CEO, Xerox Corporation

Anne M. Mulcahy is being honored as a role model for leadership in both the public and private sectors as CEO of Xerox and in her current role as Board Trustee with Save the Children. Anne's efforts to turn around Xerox while supporting sustainable innovation and a commitment to diversity, coupled with her ongoing work in addressing the needs of children globally, exemplifies the characteristics of a steward of a strong social strategy.

CEO Gatherings

- Network, learn, and discuss with peers at CECP's Board of Boards—a *Forbes*-named top-three "power-player" event—and smaller roundtables hosted in major US cities.

Data-backed Insight

- Receive customized, timely support on the latest corporate societal engagement trends from CECP's proprietary data, practices of 200+ companies, and leading research in the field. Invite CECP to present the latest insights to you, senior executives, Boards of Directors, and industry groups.

Communications Support

- Communicate corporate social strategy initiatives to stakeholders via CECP's relationships with top-tier business media such as CNBC, *The Wall Street Journal*, *Fortune*, *Reuters*, and *Bloomberg BusinessWeek*.

Strategic Investor Initiative

- Participate in CECP's new platform for leading CEOs to convey long-term plans to leading investors and receive guidance on your own sustainable value-generating plans.

Deep Dives on High-Demand Topics

- Partner with CECP on a project focused on a specific area of interest, which benefits your company's knowledge and builds the field of corporate social strategy.

Ambassadorship

- In a CECP Ambassador role, help expand and advocate externally for The CEO Force for Good coalition.

Sponsorship

- Sponsor CECP events, projects, and activities to advance The CEO Force for Good and position your brand.

CECP Board of Directors

CHAIRMAN

Douglas R. Conant, Founder & CEO
ConantLeadership; Former CEO, Campbell
Soup Company; Former Chairman, Avon
Products

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CECP Co-Founder

Co-Chair: **Sanford I. Weill**, Chairman
Emeritus, Citigroup

Marilyn Carlson Nelson, Former Chairman
& CEO, Carlson Holdings, Inc.

Paul L. Newman,* CECP Co-Founder
(Jan. 26, 1925 – Sept. 26, 2008)

Kenneth T. Derr, Former Chairman & CEO,
Chevron Corporation

Harold McGraw III, Chairman Emeritus,
S&P Global Inc.

David Rockefeller

Paul A. Volcker

John C. Whitehead*
(Apr. 2, 1922 – Feb. 7, 2015)

BOARD OF DIRECTORS

Mitch Barns, CEO, Nielsen

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HSBC USA Group General Manager,
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Richard Edelman, President & CEO,
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CEO, Newman's Own Foundation;
Executive Chairman, Newman's Own

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Shelly Lazarus, Chairman Emeritus,
Ogilvy & Mather

Deanna M. Mulligan, President &
CEO, The Guardian Life Insurance
Company of America

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Interpublic Group

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KPMG LLP

CECP LEADERSHIP TEAM

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Marketing

Carmen Perez, Director, Data
Insights

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Investor Initiative

Courtney King Murphy, Director,
CEO Leadership

***In Memoriam**

The 2017 Board of Boards is made possible with support from **Newman's Own Foundation**, **PricewaterhouseCoopers LLP**, and **USAA**.
CECP thanks **Time Warner, Inc.** for hosting this year's event.

CECP is proud to partner with the **Empire State Building** to light it in CECP blue on February 27, 2017.



CECP

THE CEO FORCE
FOR GOOD

<http://cecp.co>

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ABOUT CECP: THE CEO FORCE FOR GOOD

- A CEO-led coalition that believes that a company's social strategy—how it engages with key stakeholders including employees, communities, investors, and customers—determines company success.
- CECP is a movement of more than 200 of the world's largest companies across all industries.
- The CEO Force for Good coalition represents companies with combined revenues of \$7 trillion annually, \$18.6 billion in societal investment, 13 million employees, and investments of \$15 trillion in assets under management.
- CECP helps companies transform their social strategy by providing customized connections and networking, counsel and support, benchmarking and trends, and awareness-building and recognition.
- A nonprofit organization, CECP was founded in 1999 by Paul Newman and other business leaders.
- More information available at <http://cecp.co>.

SAVE THE DATE:
13TH ANNUAL BOARD OF BOARDS
FEBRUARY 26, 2018