

CECP Speakers Bureau

JACKIE ALBANO

DIRECTOR, EXTERNAL AFFAIRS
CECP



Jackie Albano is the Director of External Affairs at **Chief Executives for Corporate Purpose** (CECP), leading the organization's mandate to advance the CEO Force for Good movement through thought leadership and external communications efforts. Levering her cross-sector communications experience, Jackie works across CECP and with Fortune 500 companies to surface stories of purpose-driven businesses seeking to find solutions to the world's most pressing problems. Jackie is part of the team that has anchored CECP as the go-to authority and source for corporate social engagement information, including programs, events, research, and thought leadership.

Jackie's depth and breadth of communications expertise and nonprofit work have been gleaned from positions at the City of New York, *New York* magazine, Ogilvy Public Relations, and the Correctional Association of New York, one of the oldest independent non-profit organizations, advocating for a more humane and effective criminal justice system. Jackie holds a M.A. in Public Administration from NYU's Robert F. Wagner School of Public Service and a B.A. from University of Colorado, Boulder.

Recent Speaking Engagements

- CECP Summit
- Philanthropy Ohio
- Social Innovation Summit
- Systemic Investments in Equity, Talent, and Tech

Areas of Expertise

Jackie brings energy and humor to the stage, engaging audiences of five to five hundred corporate leaders on both current and evergreen topics including:

- Corporate purpose
- Values-led communications
- Employee engagement and communications
- Corporate social strategy
- Corporate communications strategy
- Media relations and business media relations
- Diversity, Equity, and Inclusion

- > To submit a speaker request for Jackie Albano, please email info@cecp.co with an event description and date.



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Specific Speaking Topics

Trends in Corporate Societal Engagement: How Leading Companies are Working to Solve the World's Most Pressing Problems

Sourced from its work with 200+ companies, hundreds of monthly discussions, its proprietary surveys, and conversations with leading experts and on-the-ground practitioners, CECP regularly identifies and shares insights on emerging corporate social impact trends and programs. Jackie can highlight recent developments and share innovations from leading companies that are working to solve the world's most pressing problems.

Communicating Your Values When it Matters Most

Leading companies are increasingly taking a stand on social, political, and economic issues. And choosing to take that stand can be riddled with layers of complexity and multiple stakeholders. Jackie can shed light on best practices and decision-making processes that leading companies are putting to work and how corporate responsibility practitioners use their unique vantagepoint and lever their companies' values to shape the conversation. Drawn from conversations with dozens of corporate leaders, Jackie can explore how companies can speak out on the issues that are most important to them and their stakeholders in a way that is authentic, thoughtful, and best positioned for success.

Community Voice in Corporate Communications

Drawing from more than a hundred communications audits and conversations with leading global brands, Jackie can discuss trends and best practices in weaving community investment narratives through corporate communications to internal and external audiences. She can focus on the foundations of effective corporate social investment strategy, and once that is established, how to communicate that to key stakeholders.