

CECP Speakers Bureau

CARMEN PEREZ

Senior Director, Data Insights

CECP



Carmen Perez is a sought-after adviser in how measurement and data can optimize corporate social impact strategies. In her 9 years with Chief Executives for Corporate Purpose, she has served more than 200 multi-billion-dollar companies with hundreds of actionable insights. Her cross-sector experience in social impact spans nearly two decades. Carmen has led and executed multiple innovations that include launching CECP's Measurement Fundamentals and CECP's Global Exchange. A recognized thought leader quoted in *Wall Street Journal*, *New York Times*, and many other top tier publications, she has been catalyst, researcher, or author (sometimes all 3) for publications including the Giving Around the Globe series; Investing with Purpose, and the What Counts: The S in ESG series, which was included in World Economic Forum's recommendations for common corporate metrics. Carmen's knowledge spans corporate social investment, employee engagement programs, philanthropy, global partnerships, scorecards, the "S" in ESG, and impact measurement.

A dynamic speaker and facilitator, Carmen has engaged audiences on domestic and international stages with audiences small or large. Her measurement expertise is informed by deep engagements with CECP companies from technology, finance, retail, energy, and more. Using an innovative, iterative, and data-driven process, she has developed the expanding measurement approaches CECP increasingly employs across practice areas.

Originally from Wisconsin, Carmen moved to New York to attend graduate school at the NYU Wagner School of Public Service for a Master of Public Administration with a specialization in Financial Management. Her University of Wisconsin Bachelor's degree was a triple major in International Studies, Political Science, and French.

Notable Speaking Engagements

- [CECP 2019 Summit](#)
- Business for the Common Good, Florence Italy
- VolunteerMatch Client Summit
- Minnesota Corporate Volunteer Council
- Taproot's Global Pro Bono Summit
- Council of Michigan Foundations

Areas of Expertise

Whether to audiences small or large, nonprofit or corporate, virtual or in-person, Carmen has been acknowledged for having a style that is smart, warm, and engaging. As a moderator Carmen is an active listener who can lead a conversation based on responses as opposed to strictly reading a list of questions. Carmen can speak expertly on several topics, including:

- Measurement
- The "S" in ESG
- Community Investment
- Employee Engagement Programs
- Global Giving
- Large Corporate Impact Investing

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



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Specific Speaking Topics

Giving in Measurement

The perennial topic of measurement in corporate social investment requires innovative thinking. Companies want to know how they demonstrate their progress and how they are making an impact. Carmen can lead audiences through CECP's proprietary approach to measurement principles, "Measurement Fundamentals" and methods for representing impact that show not just the social side, but also business impact.



The "S" in ESG

Social ("S") data covers community investments, human rights, diversity equity, and inclusion, and a range of human capital metrics. The industry is at an inflection point to reconsider if the "S" data developed through the past decade is truly the management tool the industry needs. Carmen can speak to CECP's Total Social Investment (TSI) metric, a measure that holistically sums

up resources companies allocate towards the material social issues of their stakeholders. Often compared to R&D which found its footing in the 80s, TSI presents an opportunity for companies and analysts to benchmark and assess performance filling a critical need for comparable metrics.

Measuring to Benchmarking

As the Senior Director of the team that produces the premier annual industry survey and research report, Giving in Numbers, Carmen can offer data-driven insights on corporate giving trends from the go-to guide that has defined the field and advanced the movement. With data on topics from with cash and in-kind/product, employee volunteerism and giving, to disaster relief and impact measurement, a session grounded in Giving in Numbers can help audiences advance strategy and measure the business value.

