

CECP Speakers Bureau

SARA ADAMS

Senior Director, Communications
& Marketing, CECP



As Senior Director, Communications and Marketing at **Chief Executives for Corporate Purpose (CECP)**, Sara provides counsel to leading global corporations on their social strategies—how they effectively engage with stakeholders such as community, employees, and customers. Engaging top-tier media and like-minded partners, she strives to change the dialogue on business and communicate the vital role of corporations in solving societal challenges. Through her role, Sara builds awareness of CECP's thought leadership by putting CECP's companies, spokespeople, data, research, and networks front and center.

Sara has provided communications counsel on a wide variety of domestic policy issues to the nation's leading foundations, nonprofits, and corporations, as well as federal agencies. She has a background in federal policy through her work at the U.S. Department of Education and the Education and Workforce Committee in the U.S. House of Representatives. Working in politics on both sides of the Atlantic, Sara logged experience with the Clinton-Gore Campaign in Florida and New Hampshire, and the Greater London Labor Party in England.

Recent Speaking Engagements

- CECP Summit
- Ad Council Advisory Board
- Senior executive corporate strategy meetings
- Washington Regional Association of Grantmakers CSR Institute
- American Woman's Society of
- Certified Public Accountants,
- CSROne Taiwan 6th International Conference on Trends

Areas of Expertise

As a communications expert with access to corporate and nonprofit worlds, Sara Adams brings seasoned insights, practical knowledge, and actionable resources to the stage on a variety of current and evergreen topics, including:

- Corporate Purpose
- Narratives
- Corporate Social Strategy
- Using an Equity Lens in Communications
- Stakeholders
- Corporate Advocacy
- Reimagining Capitalism
- CSR
- Philanthropy
- Employee Engagement
- Internal & External Communications
- Communication & Media Relations
- Brand
- Nonprofit Engagement with Corporations



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

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Specific Speaking Topics

Community Voice in Corporate Communications

Drawing from more than a hundred communications audits and conversations with leading global brands, Sara 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.

The People Strategy

Sara can discuss the power of engaging the corporate employee base and how to do so effectively. Based on a promising practices and impact-driven strategies, she can highlight the business case for engaging employees by tapping their voice to increase awareness for a company's role in society. Employees can be a company's strongest advocates and champions.



Connecting the Dots and Breaking Down Siloes

Sara can discuss the power of making connections within the company from where the community engagement happens to all other business units. From communications and marketing, to HR, to CSR, and more, speaking in a common language can transfer essential elements of company's purpose to the entire company, to be woven throughout the company's narrative. All employees at all levels should be advocates for the company and the positive impact it is making on solving global challenges.