



# Leading the Way

Our 2014 roundup of exemplary leaders in Corporate Responsibility

By the Editors

Corporate responsibility, sustainability, and shared value practices all require strong leadership. It's easy to remain business-as-usual and CR requires innovative and creative thinking, the ability to push people out of their comfort zones and into new practices, which often yield real business results.

As 2014 comes to a close, we offer *CR Magazine's* list of the thought leaders in practicing corporate responsibility, sustainability and shared value. These leaders were nominated by their industry peers and by *CR Magazine* staff for their innovative thinking and leadership. We offer hearty congratulations for this year's winners as we look forward to another year of innovation and leadership in 2015.

## PRACTITIONERS



Suzanne Apple

Senior Vice President, Private Sector Engagement

World Wildlife Fund



Tod Arbogast

Vice President, Sustainability and Corporate Responsibility

Avon Products, Inc.



Patrick Beharelle

President and COO

TrueBlue Outsourcing Solutions



Doug Cahn

Principal

The Cahn Group, LLC



**Eileen Boone**  
SVP, Corporate Social Responsibility & Philanthropy  
CVS Health

As SVP of Corporate Social Responsibility & Philanthropy of CVS Health and President of the CVS Health Foundation, Eileen Howard Boone is responsible for programs and initiatives that are deeply rooted in CVS Health's purpose of helping people on their path to better health. This year, CVS Health made the decision to stop selling tobacco products at its 7,800 CVS/pharmacy locations nationwide, making CVS/pharmacy the first national pharmacy chain to take this important step in support of the health and well-being of its patients and customers.



**Ajay Chandran**  
Corporate Sustainability Director  
PureCircle

Ajay Chandran is leading PureCircle's comprehensive approach to sustainability through the entire stevia supply chain. Ajay is responsible for setting the vision and execution strategy for sustainability at PureCircle. From working with more than 20,000 small scale farmers across the globe to working with customers to find ways to minimize the environmental and caloric impact of their products, PureCircle is on track to dramatically exceed its 2020 sustainability goals.



**Lance Chrisman**  
Executive Director  
Anthem, Inc.

Lance Chrisman is Executive Director of the Anthem Foundation, a private, nonprofit organization wholly funded by Anthem, Inc. Under Chrisman's leadership, the Foundation has been recognized as one of the most impactful corporate foundations among Fortune 100 peers in corporate social responsibility and strategic philanthropy, and has enhanced its employee giving and volunteer programs – introducing innovative community engagement opportunities for the company's nearly 50,000 associates.

	Elliot Clark	CEO	SharedXpertise, <i>CR Magazine</i>
	Richard Crespin	President	CollaborateUp
	Marsha Dickson	Irma Ayers Professor of Human Services and Chair	University of Delaware



**Mark Feldman**  
Principal & Managing Director  
Cause Consulting

For the past eight years, Mark and his team have provided invaluable partnership and guidance in developing and executing our award winning shared value, brand and community building program "Samuel Adams Brewing the American Dream." His 20+ years in the CSR field enable Mark to bring both depth and breadth in sustainability and corporate responsibility to our company every day. In my opinion the firm he has built, Cause Consulting, is one of the true leaders in the CR industry.

	Margie Flynn	Principal & Co-Founder	BrownFlynn
	Lindsey Goodchild	CEO	Nudge Rewards
	Deborah Holmes	Americas Director—Corporate Responsibility	EY
	Stephen Jordan	Senior Partner	IO Management Consulting
	Niki King	Senior Manager - CSR Program Office	Campbell Soup Company
	Chris Kircher	VP of Corporate Affairs and President of ConAgra Foods' Foundation	ConAgra Foods
	Kristina Kloberdanz	CR Leader, Corporate Citizenship & Corporate Affairs	IBM
	Amy Knight	Director of CSR	Hasbro
	Amanda MacArthur	Vice President for Global Pro Bono & Engagement	PYXERA Global
	Christine Madigan	Vice President Responsible Leadership	New Balance Athletic Shoe, Inc.
	Shaun Mickus	Director, Corporate Citizenship	Johnson & Johnson



**Jim Murren**  
**Chairman & CEO**  
**MGM Resorts International**

Jim Murren's passion for corporate citizenship is linked to his commitment to create a fully-sustainable organization that thrives because it cares about people as the core of its business, the planet that provides the natural and scarce resources needed to thrive, and the profits that allow the Company to reinvest, to grow and to succeed.



Perry Oman

President

Muirfield Energy



Taryn Owen

President and COO

PeopleScout



**David Roszmann**  
**Chief Operating Officer**  
**Chicken of the Sea**

David "Roz" Roszmann has led Chicken of the Sea through the next iteration of its sustainability strategy, including expanding its supply chain sustainability standards, developing ambitious 2020 sustainability goals, and creating an executive steering committee to actively engage top leadership in sustainability issues throughout the company.



Paul Salinger

Vice President, Marketing

Oracle



Pete Sherrard

Sustainability Data Manager

Duke Energy Corp.



**Jordan Thomas**  
**Partner; Chair of Whistleblower Representation**  
**Labaton Sucharow**

A partner at Labaton Sucharow, Jordan Thomas advocates for whistleblowers reporting securities violations to the SEC. He previously served as an Assistant Director and Assistant Chief Litigation Counsel at the SEC and as a Trial Attorney for the Department of Justice. He began his legal career as a Judge Advocate General in the U.S. Navy. A decorated military officer with numerous accolades from the Bar and business community, Jordan is a frequent speaker, author and commentator on issues relating to ethics and compliance.



Carmen Turner

Leader, Sustainability

Teck Resources



Kelly Vlahakis

CEO

Earth Friendly Products



Deirdre White

CEO

PYXERA Global



**Allie Williams**  
**Executive Director**  
**Corporate Responsibility Association**

Allie Williams leads the Corporate Responsibility Association and is in charge of the day to day operations. He brings a unique perspective to this role having served in senior positions at both the United States Chamber of Commerce and the American Chamber of Commerce Executives. Since taking the helm of the CRA, Williams has doubled the membership and continues to provide programs, benefits, and services to the CRA investors. For all who support the mission and vision of the CRA and the CR industry, we are all Superstars.



**Jennifer Woofter**  
**President**  
**Strategic Sustainability Consulting**

Over the last 10 years, Jennifer has worked with more than 50 organizations to identify, manage, and reduce their sustainability impacts. Her prolific contributions to the sustainability field include dozens of published articles, speaking engagements, training events, and interviews. Her leadership in the 600+ person SSC Consultant Network has provided the springboard for many of her fellow colleagues' sustainability careers.