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Dr. McElhaney is the John C. Whitehead Faculty Fellow and the founding Faculty Director of the Center for Responsible Business at the Haas School of Business at the University of California, Berkeley. She launched this center in 2003, which has helped place corporate responsibility squarely as one of the core competencies and competitive advantages of the Haas School. Her Center has received global critical acclaim with *The Financial Times* rating Haas #1 in the world in 2008. Professor McElhaney teaches courses on Strategic Corporate Social Responsibility, which include in-depth, experiential consulting engagements with companies on real-world, high-visibility strategic CSR challenges, in all of the MBA degree programs at Haas. She also teaches extensive Executive Education in this area. Kellie was named a *Faculty Pioneer* by the Aspen Institute in 2005. Her research focus is in three areas: (1) Analyzing and developing companies' CSR strategy and its alignment with corporate strategy, business objectives, core competencies, and business value; (2) Exploring the linkage between diversity and CSR and using CSR as a hook to re-engage women with business as employees, consumers, and investors; (3) The business value and opportunities in branding, communication and CSR, on which she has written a book entitled ***Just Good Business: The Strategic Guide to Aligning Corporate Responsibility and Brand*** (<http://www.amazon.com/Just-Good-Business-Strategic-Responsibility/>).

Kellie consults to several Global 1000 companies in developing integrated CSR strategy, bridging her academic focus with the practitioner world. Her client list includes HP, Gap, eBay, McDonalds, Ernst & Young, NVIDIA, Blue Cross Blue Shield, Nokia (Finland), Navigant, Volunteer Match, Ford Motor Company, Bernard Hodes Group (Great Britain), PG&E, Driscolls Berries, Triage Consulting Group, Ulster Bank (Ireland), Kimberly-Clark, Frontline, Accenture, StatoilHydro (Norway), Yum! Brands, and PG&E.

She is a highly engaging and motivational public speaker in the area of CSR, and has keynoted at major conferences, leadership summits, and corporate events all over the world.

Her consulting expertise includes the following areas:

- ❖ Assessing current CSR initiatives and identifying/ mapping gaps, strengths, opportunities, risks
- ❖ Developing and integrating CSR strategy with company's core business objectives and core competencies to produce financial and social/ environmental returns
- ❖ Benchmarking peer sectors, industries for good practices, industry leaders, company placement amongst peers
- ❖ Facilitating and leading global corporate stakeholder dialogues, both internally and externally
- ❖ Developing and teaching in-house CSR executive education/ corporate education programs/ annual meeting presentations for company leadership, managers, senior executives, and Boards
- ❖ Analyzing, assessing, and improving CSR branding, communication, reporting, and measurement
- ❖ Coaching/ advising to internal corporate leaders who are trying to introduce, develop, integrate CSR strategy and/ or product/ service offerings within their companies
- ❖ Rates are daily, monthly retainer (3-month blocks), or per-project work

Kellie serves on the Sustainability & Environmental Advisory Committee (SEAC) for the Dow Chemical Company, the Board for VolunteerMatch, and the Board for *Foundation Île à Vache*, which she helped to found with a group of Irish CEOs in June of 2007. It supports infrastructural and economic development on this island in southern Haiti. She lives in the Oakland Hills in California and has two elementary school-aged daughters. She enjoys photography, yoga, good wine, running and has even tried surfing.