

## **Responsible Leadership: The Future Of Corporate Engagement In Global Development**

The 4th Annual International Corporate Volunteerism Conference is an annual forum that convenes thought-leaders, change-makers and professionals from across the business, social and public spectrums, including Fortune 500 companies, NGO leaders, corporate responsibility and international development experts, as well as leadership training and pro bono practitioners on the topic of International Corporate Volunteerism (ICV). Hosted by CDC Development Solutions, the event takes place in Washington D.C. on April 11 and 12.

IBM, PepsiCo, Pfizer, GlaxoSmithKline and others will share how international skills-based volunteering is enabling corporations to play a constructive role in some of the most critical social issues of our time. Speakers include global thought leaders such as keynote speakers, Dr. Ángel Cabrera, President of George Mason University, Sue Tsokris, Vice President of Global Citizenship and Sustainability at PepsiCo, and Liz McKeon, Board Member of The Rules and previously Director of Special Initiative on Urban Poverty in Developing Countries at Ford Foundation. Other distinguished speakers include Chris Jarvis, Angela Parker, Paul Klein, Alice Korngold and Farron Levy. “To successfully lead a global organization, leaders need to possess a global mindset,” says Dr. Ángel Cabrera in his recent book, *Being Global, How to Think, Act, and Lead in a Transformed World*. “Simply put, being global requires that you first master the ability to think globally.”

Short term ICV assignments build leadership and global management skills such as international teamwork, diversity sensitivity and fast-paced decision making, while increasing employees’ ability to navigate institutional and cultural realities in emerging markets.

This interactive conference will feature individual talks from corporate and social impact pioneers, live interactive “global pro bono” sessions in which attendees can experience an ICV project, as well as conversations with IBM, Google and GlaxoSmithKline, among others. To learn more, see the complete agenda [here](#). Other participating speakers and moderators include:

### **Leadership in a Converging World**

- Dr. Ángel Cabrera, Author, *Being Global, How to Think, Act, and Lead in a Transformed World* and President, George Mason University
- Alice Korngold, President and CEO, Korngold Consulting; Author, *Leveraging Good Will: Strengthening Nonprofits by Engaging Businesses*
- Sue Tsokris, Vice President, Global Citizenship and Sustainability, PepsiCo
- Liz McKeon, Board Member, The Rules; previously Director of Special Initiative on Urban Poverty in Developing Countries, Ford Foundation
- Gina Tesla, Director, Corporate Citizenship Initiatives, IBM

- Katie Janowiak, Principal Specialist, Medtronic Philanthropy
- Sarah Nickerson, Manager, Google Alumni Team, Google
- Amanda Bowman, Director, International Business Leaders Forum

#### Make an Impact, Measure the ROI

- Marcie Passarella, Senior Director, Global Citizenship and Sustainability, PepsiCo
- Luke Filose, NGO Marketing and Engagement Manager, EMPG, Intel
- Lou August, Global Co-Leader, ICT for Development, World Vision
- Nate Clark, Vice President, John Deere Foundation
- Jeffrey Trocio, Associate Director, Market Access, Pfizer
- Corporate leadership perspective, Speaker TBD, Merck
- Paul Klein, Founder and President, Impakt
- Farron Levy, Founder and President, True Impact, LLC
- Steven Hurley, Senior Advisor, CDC Development Solutions
- Speaker TBD, Devex

#### The Volunteer Experience

- Evan Welsh, Director, Corporate Communications, SAP
- Alexandra van der Ploeg, Program Director, CSR, SAP
- Ahsiya Mencin, PULSE Program Leader, GlaxoSmithKline
- Aman Singh, Editorial Director, noted by Fast Company as one of the “best in CSR” in 2010, CSRwire
- Chris Jarvis & Angela Parker, Co-Founders, Realized Worth
- Deirdre White, President and CEO, CDC Development Solutions
- Amanda MacArthur, Vice President & Alicia Bonner Ness, Communications Manager, CDC Development Solutions
- Ross Wehner, Founding Partner, World Action Teams

“CDC Development Solutions is the leader in facilitating ICV programs and convening major companies with NGOs to share and advance best practices. I’ve been to this conference in the past. This is the place to be if your company or NGO is investing in International Corporate Volunteering.” - Alice Korngold, President and CEO, Korngold Consulting

This year, PepsiCo is the conference’s platinum sponsor. Sue Tsokris, Vice President, Global Citizenship and Sustainability at PepsiCo, will serve as the opening keynote speaker and Marcie Passarella, Senior Director of Global Citizenship and Sustainability, will speak about helping to support issues such as clean water through PepsiCorps, PepsiCo’s major volunteer program. The conference is also proudly sponsored by Dow Corning, Emirates, GlaxoSmithKline, IBM, John Deere, Merck, Pfizer, Business Civic Leadership Center, Global Giving, International Business Leaders Forum, U.S. Agency for International Development and CSRwire, with special support from convening media partner, Devex Impact.

#### About CDC Development Solutions

CDC Development Solutions’ mission is to reinvent how public, private and social interests converge to address global challenges. It achieves this through three practices: Global Citizenship and Volunteerism, Local Content Development and Economic Growth Development and Empowerment. Based in Washington, D.C., this international nonprofit designs International Corporate Volunteer programs for over a dozen corporations, including IBM, SAP, John Deere, PepsiCo and Pfizer and manages all aspects of these programs, from strategic planning and on-the-ground implementation and support.

#### Contact

For more information, go to Responsible Leadership: The Future of Corporate Engagement in Global Development; 4th Annual International Corporate Volunteerism Conference. Follow the conference on Twitter at #ICVLead2013.

18/03/2013