

## Carol L. Cone

*Chairman and Founder*  
Cone, Inc.



Carol Cone is nationally recognized for her work in the Cause Branding® and strategic philanthropy areas. As the Chairman of Cone, Inc., she has embraced a steadfast commitment to building substantive and sustainable partnerships between companies and social issues for more than 25 years. Cone has pioneered vibrant new alliances for private/public partnerships to create signature programs for a host of Fortune 500 companies, including the Avon Breast Cancer Crusade, ConAgra Foods' Feeding Children Better, PNC Grow Up Great, the American Heart Association's Go Red for Women program, Reebok's Human Rights Awards, Rockport's Fitness Walking, and the Gillette Prostate Cancer Challenge, among others. Overall, Cone's signature cause programs have raised more than \$750 million for various social causes. Today, Cone, Inc. is acknowledged as the nation's leading Cause Branding consultancy.

Since her student days at Brandeis University during the turbulent and socially conscious Vietnam era, Cone's career has been ignited with a keen passion for social justice. Intuitively grasping the benefits of authentic links between companies and social issues, Cone, Inc. helps companies and nonprofit organizations integrate values and social issues into brand equity and organizational identity to gain significant bottom-line impacts. Cause Branding, a term trademarked by the firm, creates dimensionality for the brand that cannot be easily replicated, vibrancy within the organization that builds pride and loyalty, and a bond with consumers and communities that leads to trust and long-term commitment.

To move knowledge forward and empower corporations and consumers alike in their association of doing well for themselves while doing good for the world, Cone commissioned the Cone/Roper research series, the nation's only nine-year longitudinal studies on consumer and executive attitudes towards cause-related marketing. The studies serve as a benchmark and overwhelmingly confirm that Americans solidly support cause-related activities and that companies see benefits to their reputation, image and bottom line.

This research, along with her leadership in engineering key cause programs for national companies, has made Cone a frequently requested speaker on the topic of Cause Branding for the Conference Board, The Public Relations Society of America and The Cause Marketing Forum, among others. Cone is also considered one of the nation's experts in the field and is often solicited by the national media, including USA Today, New York Times, Washington Post, Los Angeles Times, BusinessWeek and the Harvard Business Review.

Cone's recognitions include:

- Voted one of the 100 Most Influential People in Business Ethics (2007) – Ethisphere Magazine, 2007
- Ranked one of the 25 Most Powerful Professionals in the Communications Industry – PRWeek 2007
- Voted one of the Top Ten Bosses in Boston – Women's Business 2007
- Changing the Game Award, Advertising Women of New York, May 2007
- Lifetime Achievement Award, PR News 2005
- One of the 50 Most Powerful Women in Public Relations, PRWeek
- Social Responsibility All-Star, Reputation Management
- Distinguished Alumnus, Boston University
- Entrepreneur of the Year, Arthur Young/Venture Magazine

Carol was a contributing writer to the Big Moo, a collaboration of 33 of the world's smartest business thinkers and their best ideas on how to be remarkable, edited by renown author Seth Godin. The book made the Wall Street Journal bestseller list within two weeks of its release. Cone was also a contributing writer/editor to the Cause Marketing for Nonprofits by Jocelyne Daw.

She graduated magna cum laude from Brandeis University with a B.S. in Fine Arts, and Boston University with a Masters in Communications. In 1991, Cone completed the Owner/President Management Program at the Harvard Business School. She is a member of the Business Advisory Council of Simmons School of Management, the premier women-only MBA program in North America. Cone also serves as a marketing advisor to Save the Children and the Committee to Encourage Corporate Philanthropy.