

**For Immediate Release:**

**Ex-Prime Minister and Leading Corporate Sustainability Academic Join GlobeScan Board**

GlobeScan is pleased to announce the appointment of two new directors to our Board of Directors and welcomes the Right Honourable Joe Clark and Dr. Kellie McElhaney.

“It is with great pleasure I am able to announce the appointments of our new directors, each one of whom brings vital perspective and experience to GlobeScan,” said GlobeScan’s Executive Chairman and CEO, Doug Miller. “Joe understands leadership and offers us global perspective and wise counsel. Kellie understands responsible business and offers us fresh insight from her consulting and teaching. Together, they significantly strengthen our board. “

The Right Honourable Joe Clark is Vice Chairman of the Global Leadership Foundation, which exists to improve the quality of political leadership and governance by enabling today’s national leaders to benefit from the experience of former leaders. He is also president of Joe Clark and Associates, an international consulting firm based in Canada. He is a professor and board member of the Institute for the Study of International Development at McGill University. Mr. Clark was elected eight times to the House of Commons of Canada, and served as Prime Minister of Canada, Foreign Minister, Minister of Constitutional Affairs, and Acting Minister of both National Defence and Justice as well as Leader of the Opposition.

Mr. Clark said, “GlobeScan has a strong track record informing and advising leaders of international businesses and organizations about significant developments in world attitudes and aspirations. That becomes even more important as change accelerates, and the risks of misunderstanding grow.”

Dr. McElhaney is the founding Faculty Director of the Center for Responsible Business at the Haas School of Business at UC Berkeley. The author of *Just Good Business: The Strategic Guide to Aligning Corporate Responsibility and Brand*, Kellie teaches courses on Strategic CSR in all of the Haas MBA programs. She has a long history of research on the business value and opportunities in branding, communication and corporate responsibility. Her current research is focused on drawing the linkages between women, business and a sustainable future.

Dr. McElhaney added, “GlobeScan’s core competencies of global data collection on stakeholder perceptions of trust and reputation, combined with our complementary broader competencies of brand and strategy, make us the only one-stop place for integrated corporate sustainability value.”

“GlobeScan is embarking on a very exciting new phase of development and these appointments will support the continued growth of the business now in its 25<sup>th</sup> year of operation,” said GlobeScan President, Chris Coulter.

## **About GlobeScan**

For twenty-five years, GlobeScan has helped clients measure and build value-generating relationships with their stakeholders, and to work collaboratively in delivering a sustainable and equitable future. Uniquely placed at the nexus of reputation, brand and sustainability, we partner with our clients to build trust, drive engagement and inspire innovation within, around and beyond their organizations.

## **Media Contact**

Oliver Martin

[media@globescan.com](mailto:media@globescan.com)

[www.globescan.com](http://www.globescan.com)