

Kellie A. McElhaney, Ph.D.

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ACADEMIC→

UNIVERSITY OF CALIFORNIA, Berkeley, 2002-present
HAAS SCHOOL OF BUSINESS

Alexander Faculty Fellow in Corporate Responsibility, 2009- present
Faculty Director, Center for Responsible Business

- Teach multiple courses in the area of Strategic Corporate Social Responsibility and Power of Social Technology for Good
- Oversee \$1.3M student-managed Haas Socially Responsible Investment Fund
- Manage Curriculum, Thought-Leadership, and Development aspects of CRB

John C. Whitehead Faculty Fellow, Corporate Responsibility, 2002-2009
Executive Director & Founder, Center for Responsible Business

- Strategically developed, launched, and direct Center for Responsible Business in 2003, CSR now one of Haas School of Business's competitive advantages
- Ranked #1 in world by *Financial Times* in 2008; #2 in country by *Wall Street Journal* in 2006, 2007
- Center scope includes Corporate Engagement, Social/Environmental Performance Metrics, and Social Enterprise
- Center functions include Research, Teaching, Experiential Learning, and Outreach
- Programs include first-ever student-managed Socially Responsible Investment Fund (\$1.3M) and Sustainable Products & Solutions Program (\$10M)
- Responsible for fund raising, strategic planning, staff management, External Advisory Board and Faculty Board management, curricular design and integration, research agenda, and program development
- Raised \$123M and continue to execute development, fundraising, and corporate partnerships
- Teach multiple courses on "Strategic Corporate Social Responsibility" in full-time MBA, evening-weekend MBA, Berkeley-Columbia Executive MBA, and Executive Education programs

Faculty Advisor, Net Impact Club, 2002 – present

- Advise largest student club committed to using the power of business to promote positive change

California Management Review, 2002 – present.

- Ad hoc journal submission reviewer

UC Code of Conduct Committee, 2009- present

- Member of committee reporting in to UCOP reviewing all licensees for social and environmental code of conduct performance and compliance

CAL ATHLETIC DEPARTMENT, Berkeley, 2006- present

- **Faculty Recruiter**, Football, Men's & Women's Basketball, Tennis

UNIVERSITY OF MICHIGAN, Ann Arbor, Michigan, 1993-2002

UNIVERSITY OF MICHIGAN BUSINESS SCHOOL (now Ross School of Business)

Adjunct Professor and Managing Director, 1995-2002

Corporate Environmental Management Program (CEMP)

- Managed joint master's degree program between School of Natural Resources and Environment and the University of Michigan Business School (MBA/ MS)
- Developed and introduced Corporate Strategy courses in Corporate Responsibility to all degree programs

Faculty Advisor, Global Citizenship Club, 1998- 2002

Faculty Advisor, Net Impact Club, 1999- 2002

MAP Faculty, 1999- 2002

- Served as faculty advisor in cross-functional faculty team for teams of MBA students working on Multi-disciplinary Action Projects (MAP), a semester-long process-improvement consulting project with Fortune 500 companies

IMAP Faculty, 1998- 2002

- Served as faculty advisor to cross-functional teams of MBA students working on International Multi-discipline Action Projects (IMAP)

Peer Reviewer, Michigan Journal of Community Service Learning, May 1999- 2002

Quality Council, 1998- 2001

- Member of Dean's senior staff on quality initiatives in UMBS

Board member, Loan Repayment Assistance Program 1998- 2002

CENTER FOR RESEARCH ON LEARNING AND TEACHING (CRLT)

Consultant, 1994- 2002

THE OFFICE OF THE VICE PRESIDENT OF STUDENT AFFAIRS

Founder and Director, The Community Plunge, 1994-1995

- Coordinated and directed this one-day service program designed to introduce first-year students to the opportunities for community service involvement and the concept of service learning
- Managed student staff of ten

TEACHING→

UNIVERSITY OF CALIFORNIA, Berkeley, 2002-present

HAAS SCHOOL OF BUSINESS

Alexander Faculty Fellow in Corporate Responsibility, 2009 - present

- First holder of this fellowship named after senior female investment banker
- Developing and will teach new course called Power of Social Technology for Good (PoST4Good) in MBA program

John C. Whitehead Faculty Fellow, Corporate Responsibility & Adjunct Assistant Professor, 2002-2009

- Introduced and teach MBA, Evening Weekend MBA, Berkeley Columbia Executive MBA, and Center for Executive Development corporate courses on Strategic Corporate Social Responsibility
- Courses frame CSR as core corporate strategy, integrated with core business objectives and core competencies designed to increase shareholder and social/ environmental value
- Theory-based course includes experiential learning-based consulting engagements with large multi-national corporations including HP, Nike, Intel, Nokia, Gap, Inc., Levi, Yahoo!, eBay, William Sonoma, Dow. and Wells Fargo
- Teaching evaluations average of 6.9/7.0.

EADA, Barcelona, Spain, 2010- present

Visiting Professor

- Teach Strategic Corporate Social Responsibility elective in International MBA program

UNIVERSITY OF NORTH CAROLINA, Chapel Hill, 2006-present

Visiting Professor, Kenan-Flagler School of Business

- Teach Strategic Corporate Social Responsibility compressed elective in MBA program

UNIVERSITY OF POITIERS, Poitiers, France, 2007

Visiting Professor, Institut d'Administration des Entreprises

- Teach Strategic Corporate Social Responsibility compressed elective in MBA program

UNIVERSITY OF MICHIGAN BUSINESS SCHOOL, Ann Arbor, Michigan, 1993-2002

Adjunct Assistant Professor, Corporate Strategy, 1998- 2002

- Developed and introduced Strategic CSR courses throughout all degree programs

SICHUAN INTERNATIONAL STUDIES UNIVERSITY, Sichuan, China

Visiting Professor, 1992 - 1993

Taught as part of international faculty at Chinese university of International Studies

UNIVERSITY OF CINCINNATI, Cincinnati, Ohio

Adjunct Instructor of Business Communication, School of Engineering, 1991- 1992

CONSULTING→

Work with multiple Fortune 1000 corporations in developing corporate social responsibility strategy, including the following:

- 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

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), StatoilHydro (Norway), PG&E, Toyota, ING, Frontline, Accenture, Chevron, McGraw-Hill, Knights Apparel, SunPower.

CORPORATE→

FIFTH THIRD BANCORP, Cincinnati, Ohio

Affiliate Management Officer, October 1990 - July 1992

- Part of management team in mergers and acquisitions

General Sales Manager, April 1990 - October 1990

Training and Development Assistant Manager, October 1989 - April 1990

PUBLICATIONS→

McElhaney, K. April, 2009. *Aligning Corporate Responsibility and Brand: Maximizing Business Value by Sharing Your Company's CSR Story*. In Focus, Business for Social Responsibility.

McElhaney, K. Spring 2009. *A Strategic Approach to Corporate Responsibility*. Leader to Leader.

McElhaney, K. February 2009. *Measuring What Counts: CSR's Return on Investment*. BSR Weekly.

McElhaney, K. January, 2009. *Teaching CSR in the US*. Ethical Corporation.

McElhaney, K. October 2008. *JUST GOOD BUSINESS: The Strategic Guide to Aligning Corporate Responsibility & Brand*, Berrett-Koehler Publishers, Inc.

McElhaney, K. September 2008. Regular columnist for *Diversity Executive* magazine, launching in 2008, MediaTec Publishing, Inc.

McElhaney, K. July 2007. *Business, Corporate Responsibility & Education: A Powerful and Strategic Opportunity Awaits*. Sustainable Industry Journal.

McElhaney, K. June 2006. *A Catechism on CSR*. Ernst & Young Entrepreneur of the Year Program. Reprinted in the Irish Times, July, 2007.

McElhaney, K. March, 2006. *Diversity and CSR: Using Corporate Responsibility to Re-engage Women in Business as Employees, Consumers, and Investors*. Irish Entrepreneur, Dublin, Ireland.

McElhaney, K. February, 2006. *The Concept of Corporate Social Responsibility in the United States*. Qualité, Paris, France.

McElhaney, Kellie A., Toffel, Michael W., Hill, Natalie, (book chapter) 2005. *Designing Sustainability at BMW Group: The Designworks/ USA Experience*. Strategic Sustainability: The State-of-the-Art in Corporate Environmental Management Systems. Greener Management International.

McElhaney, Kellie A. with Natalie Hill & Michael Toffel, (book chapter) 2004. *Designing sustainability at BMW Group: The Designworks/USA experience*, The Global Compact Learning Forum: From Principles to Practice. New York: United Nations.

McElhaney, K. & Hill, N., 2003. *Human Right in Business: The Case of Hewlett-Packard* United Nation Global Compact. UN Global Compact case book.

McElhaney, Kellie A., 2003. *Ways in Which Academia Can Assist Business in CSR Programmes*. The International Chamber of Commerce Guide to Corporate Social Responsibility 2003. PPF Publishing, London, England.

McElhaney, Kellie A., 2003. *Strategic Partnerships in Corporate Social Responsibility*. Welcoming Brief for G8 Summit in London and Dubai.

Michael W. Toffel, Natalie Hill & Kellie A. McElhaney. 2003. *Developing a Management Systems Approach to Sustainability at BMW Group*, Corporate Environmental Strategy: International Journal of Corporate Sustainability 10 (2): 29-39.

Michael W. Toffel, Natalie Hill & Kellie A. McElhaney. 2003. *BMW Group's Sustainability Management System: Preliminary Results, Ongoing Challenges, the UN Global Compact*. Corporate Environmental Strategy: International Journal of Corporate Sustainability 10 (3): 51-61.

Ph.D. May 1998
Higher Education (Business cognate)

Ohio University, Athens
M.A. August 1989
Organizational Communication, Organizational Behavior

University of North Carolina, Chapel Hill
B.A. May 1988
Political Science, English

**AWARDS
HONORS**→

Faculty Pioneer Award for Institutional Impact, 2005

- Aspen Institute and World Resources Institute's *Beyond Grey Pinstripes* award celebrating the contributions of exceptional faculty who demonstrate leadership in integrating social and environmental impact management into MBA programs

Fast Company's Fast 50, 2004, finalist

40 Under 40, 2003

- Recognized in East Bay Business Times a "business leader who is racing ahead in their fields and in their communities ahead of schedule"
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BOARDS→

Dow Chemical Company, Sustainability and Environment Corporate Council, member

VolunteerMatch, Board of Directors

Soul of Haiti, Board member