

Kellie A. McElhaney, Ph.D.

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ACADEMIC→

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

John C. Whitehead Faculty Fellow, Corporate Responsibility
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

CAL ATHLETIC DEPARTMENT, Berkeley, 2006- present

- **Faculty Recruiter,** Football and Women's Basketball

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

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

- 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.

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- present

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) and PG&E.

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

McElhaney, K. September 2008. Will be 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.

EDUCATION→

University of Michigan, Ann Arbor
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"

BOARDS→

Net Impact National, Board of Directors

VolunteerMatch, Board of Directors

Foundation Île à Vache, Founding Board member

Encircle Foundation, Management Team Member

Forté, Past Board Member, non-profit aimed at inspiring and attracting women to careers and success in business