



# MELISSA ANDERSON

Speaker. Entrepreneur. Brand Evangelist.

Melissa is the Co-founder and President of Public Good Software. Under her leadership, Public Good's AI-for-Good technology has become the nation's leading purpose marketing platform for publishers and brands including CNN, USA Today, HuffPost, Vice, Microsoft, Unilever, Nestlé, Pfizer, and Danone. Prior to Public Good, Melissa founded the Employer Program at Sittercity, which was acquired by global employer-sponsored care solutions provider Bright Horizons.

Melissa is a dynamic thought leader about social impact innovation and an experienced speaker at a broad range of leading industry events including the Gates Foundation Greater Giving Summit, the Online News Association Annual Conference, Sustainable Brands Flagship Conference, Engage for Good, Digital Hollywood, The Shift Forum, The White House MSOY annual awards, and The Working Mother 100 Best Companies Annual Conference and Gala. She has also been featured in Entrepreneur.com, Microsoft Chicago and The Pentagon Channel. Past accolades include being named as a Civic Leader by the Air Force Chief of Staff and "Wonder Woman of Chicago" by IdeaForge. Melissa is a Lead Mentor for TechStars in Chicago and past President of the Auxiliary Board at the Chicago Children's Museum.

FEATURED AT:  **REUTERS EVENTS™**

**BILL & MELINDA GATES foundation**

**SB SUSTAINABLE BRANDS**

**ENGAGE FOR GOOD**

## REGULARLY SPEAKS ON:

### Purpose Marketing

- Best practices in today's moment
- Return on investment
- Starting a movement

### Consumer Behavior

- Sustainability: intent to action gap
- Consumers and purpose
- Engagement through action

### Media

- Contextual marketing
- Brand safety



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# PRIOR SPEAKING ENGAGEMENTS

Speaker. Moderator. Panelist.

## Reuters Responsible Business Summit: Keynote

Company Purpose in the Wake of COVID-19:  
Engaging Consumers and Stakeholders in Purpose



## Bill & Melinda Gates Foundation Greater Giving Summit: Panelist

Leverage Curation to Overcome Obstacles



## Sustainable Brands Flagship Conference: Panelist

What Does It Take to Future-Proof a Brand in This Age of Activism?



## Digital Hollywood Brand Influencer Awards: Panel Moderator

Social Impact Brand Influencers



## Engage For Good: Panel Moderator

The Seismic Shift: How to Elevate Purpose in an Ongoing Crisis



## Additional Keynotes

### Engage for Good

Empowering Consumers to Take Action

## Additional Presentations

### NewCo Shift Forum

Do Companies Need to Transform to Align Themselves with Social Causes to Thrive or is CSR Enough?

### From Day One Conference

The Power of Inspiring People to Take Social Action Alongside Your Brand

### Sustainable Brands Flagship Conference

Building Good Life Communities of Action Online by Utilizing New Digital Marketing and Storytelling Tools

### Engage For Good

Communicating Cause During the Crisis

## Podcast

### Purpose, Inc.

Melissa Anderson on Making News Socially Actionable