



MELISSA ANDERSON

Dynamic thought leader and speaker on social impact innovation

FEATURED AT KEY INDUSTRY EVENTS



SUBJECT MATTER EXPERTISE

Purpose Brand Marketing

- Return on investment
- Best practices
- Purpose-washing
- Data-driven strategies

ESG

- Consumer behavior change
- Intent to action gap
- Sustainability through action

Digital Media

- Contextual marketing
- Brand safety

FEATURED BY LEADING BRAND AND MEDIA ORGANIZATIONS

Entrepreneur

BILL & MELINDA GATES foundation

REUTERS EVENTS™



DIGIDAY

ENGAGE FOR GOOD

association of alternative newsmedia

WORKING MOTHER 100 BEST COMPANIES

ONLINE NEWS ASSOCIATION

SB SUSTAINABLE BRANDS

DIGITAL HOLLYWOOD

TPC The Pentagon Channel

ANA

Melissa is the Co-founder and President of Public Good Software. Under her leadership, Public Good's AI for Good technology has become the leading purpose marketing platform, working with international publishers and brands including CNN, Hearst, HuffPost, L'Oréal, PepsiCo and CVS Health.

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