



# 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

### AI and Digital Media

- Contextual marketing
- Brand safety

## FEATURED BY LEADING BRAND AND MEDIA ORGANIZATIONS

Entrepreneur

BILL & MELINDA GATES foundation

REUTERS EVENTS™



DIGIDAY

ENGAGE FOR GOOD

CANNES LIONS

Forbes

ONLINE NEWS ASSOCIATION

SB SUSTAINABLE BRANDS

DIGITAL HOLLYWOOD

TPC The Pentagon Channel

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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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