

ABOUT THE AUTHOR

David Grayson is Professor of Corporate Responsibility at Cranfield University School of Management. He joined the world of management education in 2007 after a 30-year career as a social entrepreneur and campaigner for responsible business and diversity. This included founding Project North East (now PNE Group) — an innovative economic development social enterprise that has worked in nearly 60 countries), and serving as a Managing Director of the responsible business network Business in the Community. He has been a Visiting Senior Fellow at the CSR Initiative of Harvard's Kennedy School of Government and a Visiting Fellow at several UK and American business schools. David has chaired or served on various charity, social enterprise and public sector boards, including the National Co-operative Development Agency, The Prince of Wales' Innovation Trust, the Strategic Rail Authority, Housing21 and the National Disability Council. He currently chairs Carers UK. During his career, he has done work with numerous multinationals as well as for the OECD, EU and World Bank. He sits on the Corporate Responsibility stakeholder advisory groups for Camelot and for Lloyds Bank; is part of the Circle of Advisers for Business Fights Poverty and for the Asian Institute of Management's

Ramon V. del Rosario, Sr. Center for Corporate Social Responsibility. He is part of the faculty of The Forward Institute. He was awarded an OBE for services to industry in 1994 and a CBE for services to disability in 1999. David has written several books on responsible business, sustainability and social intrapreneurism. *The Guardian* has named David as one of 10 top global tweeters on sustainable leadership alongside Al Gore, Tim Cook (CEO of Apple), Sheryl Sandberg (COO of Facebook) and Kumi Naidoo (the head of Greenpeace International). @DavidGrayson_