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CORPORATE SOCIAL RESPONSIBILITY • SUSTAINABILITY • SUPPLY CHAIN RESPONSIBILITY

## **Paula Austin Ivey**

### ***Biography***

Paula Austin Ivey is president and founder of [The CSR Group LLC](#), a long-standing, leading sustainability advisory and software firm. Paula launched the company in 2002 and has played a leadership role globally in the rapidly evolving field of sustainability/CSR. She is a sought-after speaker and has delivered more than 50 talks, including engagements at the United Nations, the Asia-Pacific Economic Cooperation Summit (APEC), and all the leading conferences on sustainability in the US. She has been interviewed by the media on over 25 occasions, including interviews for NPR, *The Wall Street Journal*, and *The Nightly Business Report*. She has served on numerous international committees involving the development of standards for sustainability. Paula Is on the faculty at Texas States McCoy School of Business and previously at the University of Texas at Austin McCombs School of Business for seven years, and at Bainbridge Graduate Institute (BGI), the first Masters of Sustainable Business program in the US.

Through her work with The CSR Group, Paula has worked with dozens of global companies on sustainability/CSR strategy, stakeholder engagement, sustainability reporting, and CSR communications. Her clients have included:

Dell  
GlobalFoundries  
Brown-Forman  
Coca-Cola Africa Foundation  
Devon Energy

The McGraw-Hill Companies  
Advanced Micro Devices  
Whole Foods Market  
Burt's Bees  
Altria

Paula excels at guiding companies in the development of their sustainability strategy, and in advising and training executives about sustainability. Her work has focused in the area of supply chain responsibility/responsible sourcing, and she was a featured paid advisor at the APEC Ministerial meetings in Bali, Indonesia, in 2013 about greening the supply chain. Paula was contracted by Berrett-Kohler and Greenleaf Publishers to write a book on Supply Chain Responsibility.

### **Educating about Sustainability**

Paula has joined the faculty in the Fall of 2015 at Texas State University McCoy Business School where she will be teaching Sustainability and International Business. Paula was on the faculty (currently on leave) at the McCombs School of Business at the University of Texas at Austin for eight years, where she created and taught the school's first undergraduate and MBA-level courses on CSR and sustainability. The courses were:

- Sustainability Issues in Marketing

- Global Issues in Sustainability and CSR
- Strategic Sustainability and CSR (MBA)
- Communication for Nonprofits and Social Entrepreneurship

Paula also served on the UT President's Task Force on Sustainability, and then on the standing committee on Sustainability for the University President's Office. Paula worked with professors in many other colleges at UT to bring interdisciplinary and integrated education on sustainability to the university.

## **Leadership**

Paula's leadership in sustainability has included:

- Official delegate to the United Nations World Summit on Sustainable Development (WSSD) in Johannesburg, South Africa, August–September 2002.
- She served on the first academic advisory council for the UN Global Compact.
- Invited to be on the committee in the US advising the development of the ISO 26000 standard.
- Host Committee for APEC in Seattle.
- Consulting for the World Congress on Information Technology 2002, held in Adelaide, Australia.

Prior to founding The CSR Group, Paula was the Director of Corporate Ethics and CSR with Compaq Computer Corporation, and has held other senior management positions, including roles in marketing and geology earlier in her career.

## **Education**

Paula holds an MBA in International Business from Thunderbird (The American Graduate School of International Management) and a Bachelor's Degree in Geology from the University of Texas at Austin. She completed a Managing Ethics in Organizations course at Bentley College. She is a graduate of the 1997 class of Leadership Texas.

Paula is proficient in Spanish and French, and has US and Australian residency.

## **Media Interviews and Speaking Engagements**

Please see the attached list.

# PAULA AUSTIN IVEY

## *Speaking Engagements and Media Interviews*

<b><i>Speaking Engagements</i></b>		
May 2015	<b>TBLI Latin America Supply Chain Responsibility</b>	Buenos Aires, Argentina
October 2013	<b>Commit Forum Supply Chain Responsibility</b>	New York City
September 2013	<b>APEC Ministerial Conferences (prior to global leaders meeting) Greening the Supply Chain</b>	Bali, Indonesia
June 2012	<b>Sustainable Brands – Panel Moderator – SCR Procurement Scorecards</b>	San Diego, CA
March 2012	<b>Ethical Sourcing Forum – Panel Moderator on Collaboration</b>	New York City
March 2012	<b>Go Green - Panel Moderator on People Power: Bringing to Light the Hidden Value of The Sustainability Equation.</b>	Austin, TX
April 2011	<b>Entrepreneurs Foundation</b>	Austin, TX
March 2011	<b>Thunderbird Graduate School Global Forum on Sustainability</b>	Phoenix, Arizona
Nov 2010	<b>CEHI Scientific Symposium</b> • Panel Moderator - The Role of Corporate Best Practice and Socially Responsible Investing in Preventing Environmental Health Risks	Houston, TX
June 2009	<b>National Investor Relations Institute Annual Conference Keynote Presentation on Sustainability and IR</b>	Hollywood, FL
Oct 2008	<b>National Investor Relations Association Conference</b>	Dallas, TX
Aug - Sep 2008	<b>United Nations Conference on Women and Migration</b> • Official Delegate	Manila, Philippines
June 2008	<b>CRO Conference</b> • Featured Speaker on "CSR/Sustainability in the Supply Chain" Panel	San Francisco, CA
2008	<b>Faculty Speaker Series (The University of Texas at Austin)</b> • Lecturer to McCombs School of Business Alumni	Washington, D.C.
May 2008	<b>Whole Foods Supplier Meeting</b> • Keynote Speaker addressing supply chain responsibility	Austin, TX
Apr 2008	<b>CRO Conference</b> • Speaker on "Trends in CSR" Panel	New York City, NY
March 2008	<b>Ethical Sourcing Forum (Intertek)</b> • Moderator for Panels on "Filling Green Shoes" and "The Sustainable Procurement Challenge: The Case of China"	New York City, NY
Feb 2008	<b>Climate Change Forum (The University of Texas at Austin)</b>	Austin, TX
Jan 2008	<b>Sustainable Business Summit (The University of Texas at Austin)</b> • Speaker on "Green Sourcing" Panel	Austin, TX
2008	<b>CCIMS Conference on Branding Sustainability (The University of Texas at Austin)</b>	Austin, TX
2007	<b>Conference on Sustainability Issues and Branding (The University of Texas at Austin)</b> • Moderator for Panel at inaugural conference	Austin, TX
2007	<b>Curran and Connor's Corporation Annual Meeting</b> • Keynote Speaker	Austin, TX
2007	<b>"The A to Z of Corporate Social Responsibility"</b>	

	<ul style="list-style-type: none"> <li>• Key Contributor to groundbreaking publication</li> </ul>	
2007	<b>Ethical Corp Conference on Climate Change</b>	
2007	<b>Ethical Corp Conference on CSR Communications</b>	
2006	<b>University of South Australia</b> • Guest Speaker on CSR	<i>Australia</i>
2006	<b>National Investor Relations Association</b> • Speaker on "CSR and Investor Relations"	<i>Dallas, TX</i>
2006	<b>Conference on Sustainability Issues in Branding and Marketing</b> ( <i>The University of Texas at Austin</i> ) • Organizer, Leader of Panel on Sustainability and Marketing	<i>Austin, TX</i>
Sep 2005	<b>United Nations DPI Conference</b> • Speaker on CSR Panel	<i>New York City, NY</i>
Nov 2004	<b>Global Citizenship Forum</b> ( <i>Thunderbird School of Global Management</i> )	<i>Glendale, AZ</i>
July 2004	<b>University of Florida at St. Petersburg</b>	<i>St. Petersburg, FL</i>
June 2004	<b>Austin Sustainable Business Council</b>	<i>Austin, TX</i>
2004	<b>Pax World Investment Forum</b>	<i>Austin, TX</i>
Dec 2003	<b>Global Citizenship Forum</b> ( <i>Thunderbird School of Global Management</i> )	<i>Glendale, AZ</i>
Nov 2003	<b>Net Impact National Conference</b>	<i>Miami, FL</i>
Apr 2003	<b>Greater Austin International Coalition Conference</b> • Moderator for Panel on "Responsible Globalization"	<i>Austin, TX</i>
Aug - Sep 2002	<b>United Nations World Summit on Sustainable Development</b> • Official Delegate	<i>Johannesburg, South Africa</i>
Jan 2002	<b>Forum on International Technology Business</b> ( <i>Thunderbird School of Global Management</i> ) • Speaker on "Corporate Ethics and Corporate Social Responsibility"	<i>Glendale, AZ</i>
March 2001	<b>Ethics Lecture Series</b> ( <i>The University of Texas at Austin</i> ) • Keynote Speaker for McCombs School of Business on "Corporate Ethics and CSR"	<i>Austin, TX</i>
Feb 2001	<b>Women's Leadership Conference</b> ( <i>The University of Michigan</i> ) • Speaker on CSR Panel	<i>Ann Arbor, MI</i>
Oct 2000	<b>Ethics Officers Association Conference</b>	<i>Chicago, IL</i>

<b>Media Interviews</b>		
November 2014	<b>Contributor to Forrester's Latest "Meet Customers' Demands For Corporate Responsibility" Report</b>	
October 2013	<b>WSJ – Risk Management and SCR</b>	
July 2011	<b>The Middle Market.com – Mergers and Acquisitions</b>	
Jan 2011	<b>Quinlan HR Compliance Law Bulletin: Practical and Effective HR Management Advice</b> • Contributor to "Spotlight: Corporate social responsibility may prove to be recession proof and smarter than ever"	
June 2009	<b>Financial Executive</b> "Is Corporate Green Getting the Yellow Light?"	
Mar 27, 2009	<b>Austin Business Journal</b> "Businesses cutting corporate social responsibility spending"	
2008	<b>The CRO Magazine</b>	
Dec 2008	<b>Kansas City Star</b>	
2007	<b>Austin Business Journal</b>	

2007	<b>The CRO Magazine</b>
May 17, 2007	<b>Dow Jones Market Watch</b> "Do you have that in green? Even big-box Wal-Mart and Home Depot are embracing ecology"
2006	<b>Austin Business Journal</b>
Nov 27, 2006	<b>The University of Texas Magazine</b> "The Triple Bottom Line: Caring for environment, community produces results for corporate America"
April 9, 2006	<b>Austin-American Statesman</b> "Austin advertising agency helps companies tell of good deeds"
2002	<b>The Wall Street Journal</b>
Nov 16, 2002	<b>Austin Business Journal</b>
Sep 22, 2002	<b>Austin-American Statesman</b> "Special deals for corporate leaders linger"
Sep 3, 2002	<b>National Public Radio</b>
	<b>KUT Public Radio</b>
	<b>PBS Nightly Business Report</b>
	<b>The Compliance Weekly</b>
	<b>The Daily Texan</b>
	<b>The Financial Times</b>
	<b>WetFeet CSR Career Guidebook</b>