



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:  ENGAGE FOR GOOD

 SUSTAINABLE BRANDS

 REUTERS EVENTS™

 BILL & MELINDA GATES foundation

REGULARLY SPEAKS ON:

Purpose Marketing

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

Consumer Behavior

- Consumers and purpose
- Engagement through action

Media

- Contextual marketing
- Brand safety



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PRIOR SPEAKING ENGAGEMENTS

Keynote Speaker. Moderator. Panelist. Podcast Guest.

Reuters Responsible Business Summit

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

Public Good Software, Melissa Anderson (Moderator)
Ben and Jerry's, Chris Miller, Head of Global Activism Strategy
Nestlé, Liz Caselli-Michael, U.S. Digital Communications Lead
Bombas, Randy Goldberg, Co-Founder and Chief Brand Officer
NHL, Kim Davis, Sr. Executive Vice President



Bill & Melinda Gates Foundation Greater Giving Summit

Panel: Leverage Curation to Overcome Obstacles

Public Good Software, Melissa Anderson
Bill & Melinda Gates Foundation, Akriti Desai
Center for Disaster Philanthropy, Bob Ottenhoff
Ideas 42, Omar Parbhoo
Candid, Evan Paul



Sustainable Brands Flagship Conference

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

Public Good Software, Melissa Anderson
Lyft, Tim Burr, Director of Public Policy
Patagonia, Sam Murch, Activism Marketing
72andSunny, Jim Moriarty, Direction of Brand Citizenship



Digital Hollywood Brand Influencer Awards

Panel: Social Impact Brand Influencers

Public Good Software, Melissa Anderson (Moderator)
Lyft, Mike Masserman
Atlassian, Megha Narayan
Patagonia, Sam Murch



Engage For Good

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

Public Good Software, Melissa Anderson (Moderator)
Edelman, Jennifer Cohan, President and Head of Social Impact
VOX, Aaron Tabas, Head of Creative Strategy and Social Impact



Purpose, Inc Podcast: Melissa Anderson on Making News Socially Actionable

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

Engage for Good: Keynote - Communicating Cause During the Crisis

From Day One Conference: The Power of Inspiring People to Take Social Action Alongside Your Brand

Engage for Good: Keynote - Empowering Consumers to Take Action

Sustainable Brands Flagship Conference: Building Good Life Communities of Action Online by Utilizing New Digital Marketing and Storytelling Tools