

MARCY TWETE

CORPORATE RESPONSIBILITY & SUSTAINABILITY LEADER

CONTACT

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- Chicago, Illinois
- marcytwete.com

EDUCATION

KELLOGG SCHOOL OF MANAGEMENT AT NORTHWESTERN UNIVERSITY
Evanston, Illinois
MBA Expected 06.18

COLLEGE OF SAINT BENEDICT
St. Joseph, Minnesota
B.A., Political Science

SKILLS

- Corporate responsibility
- Sustainability innovation
- Crisis communications
- Risk management
- Investor relations
- Corporate reporting & transparency initiatives
- Executive communications and training
- Stakeholder engagement
- Non-profit finance, development & governance

PROFILE

A cross-cultural leader with experience **managing diverse teams across continents**, today Marcy drives **sustainability innovation** for one of the world's largest manufacturers. She is an expert in **both internal and external stakeholder engagement** with more than a decade of leadership in both non-profit and for-profit business models. She is highly skilled in **relationship development and public-private partnerships** in both developed and emerging economies. Marcy is passionate about **driving transparency** in the corporate sector through voluntary compliance, spearheading ArcelorMittal's first integrated report in the Western Hemisphere.

PROFESSIONAL EXPERIENCE

EXECUTIVE DIRECTOR, CORPORATE RESPONSIBILITY & SUSTAINABILITY, AMERICAS

ArcelorMittal | Chicago, IL | January 2014-Present

Leads corporate responsibility, sustainability, corporate reporting and community investment/philanthropic giving for ArcelorMittal Americas, with teams in North, Central and South America.

- Produced a worldwide listening tour to incubate and implement a new sustainability framework for the company emphasizing principles of a circular economy, carbon mitigation strategy, community resilience and more as platforms for sustainable development. Recognized in its first year of implementation by the World Steel Association, Clinton Global Initiative and others.
- Produced the first Integrated Report in the steel industry in 2016 in the United States, bringing together sustainability results with U.S. financial and business drivers. Oversees sustainability reporting in 6 countries all compliant with Global Reporting Initiative standards.
- Launched a global STEM education program related to community investment, investing 40% of the company's \$30 million community investment spend in initiatives that will prepare students around the world for advanced manufacturing and engineering roles in the future.
- Formed the company's first Sustainable Development Councils in each Americas country, comprised of business unit CEOs and key leaders in each geography. Developed executive communications plans and sustainability training to drive buy-in and engagement from the top down through these groups of leaders.
- Develops executive communications for senior leaders and officers including communications counsel, content development, briefing documents and overseeing message consistency across geographies and communications channels.
- Member of the Boston College Center for Corporate Citizenship's (BCCCC) Executive Forum, and 2017/2018 mainstage presenter at the BCCCC Annual Conference.

FOUNDER AND CEO

CGN, Inc. | Chicago, IL | 2012-2014

Built a community of 1,000,000+ women globally to support women's professional development and diversity and inclusion training through online training, in-person networking and consulting.

- Developed curriculum delivered in corporations, universities and non-profit organizations.
- Implemented best in class marketing to women initiatives reaching community members via email, online, social media, video and podcast platforms.
- Wrote and published the bestselling book *You Know Everybody!*

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VOLUNTEER LEADERSHIP

BOSTON COLLEGE CENTER FOR CORPORATE CITIZENSHIP

Member, Executive Leadership
Forum, Present

STEP UP

Board Chair, 2015-Present
Vice Chair, 2013-2015
Board Member, 2012-2013

GIRL SCOUTS OF GREATER CHICAGO & NORTHWEST INDIANA

Board Member, Present

CHICAGO ARCHITECTURE FOUNDATION

Trustee, 2014-Present

GIRLS ON THE RUN TWIN CITIES

Advisory Board, 2012-2016

PROFESSIONAL EXPERIENCE (CONTINUED)

FUNDRAISING CONSULTANT

Grenzebach Glier and Associates | 2011-2012

Capital campaign and development department consultant for the world's largest philanthropic institutions. Led teams of consultants and project managers to achieve superior client satisfaction.

- Clients included the University of Cambridge, the University of Iowa, Lucile Packard Children's Hospital at Stanford, Women Thrive, and others.
- Launched the firm's initiatives targeting the under \$10 million non-profit arena
- Developed the firm's strategy in new media including video consulting, campaign planning via webinar, resulting in the expansion of our business to a major university in Australia and a presence in Asian markets.

DONOR AND PUBLIC RELATIONS MANAGER

Pillsbury United Communities | Minneapolis, MN | 2009-2010

Managed fundraising and communications for a \$14 million social service nonprofit.

- Created the organization's first institution-wide brand strategy, agency-wide marketing plan and communications strategy, and recreation of the company's event and sponsorships-related fundraising strategy.
- Partnered with Fortune 500 corporations to execute corporate community programming and employee engagement activities through both fundraising and volunteerism.
- Launched the agency's first comprehensive advancement plan combining fundraising, marketing and communications under one strategy creating efficiency and driving financial performance during an economic downturn.

EVENTS AND SPONSORSHIPS MANAGER

WomenVenture | Minneapolis, MN | 2007-2009

Directed the strategic planning and production of the agency's 50+ events and more than \$2 million in development budgets.

- Managed the marketing and fundraising staff of the agency during a Presidential transition.
- Responsible for the solicitation and implementation of corporate sponsorship partnerships, major gifts from individual donors, marketing, and public relations efforts.
- Planned and executed the nation's largest professional development event for women, partnering with countless corporate sponsors, professional speakers and trainers, and over 3,000 attendees each year.

GOVERNMENT RELATIONS COORDINATOR

Minnesota CPA Society | Minneapolis, MN | 2006-2007

MARKETING COORDINATOR

Red Brick Learning | Minneapolis, MN | 2005-2006

RESEARCH ASSISTANT

Fabiani & Co. | Washington, DC | 2005