

# MARCY TWETE

CORPORATE RESPONSIBILITY AND REPUTATION MANAGEMENT LEADER

## CONTACT

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## EDUCATION

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**Kellogg School of Management at Northwestern University**  
Evanston, Illinois  
MBA  
June 2018

**College of St. Benedict**  
St. Joseph, Minnesota  
B.A. Political Science  
December 2005

## CORE PROFICIENCIES

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- Reputation management
- Communications strategy
- Corporate responsibility
- Program development
- Corporate philanthropy
- Sustainability innovation
- Crisis communication
- Risk management
- Investor relations
- Corporate reporting & transparency initiatives
- Executive communication
- Stakeholder engagement
- Nonprofit finance, development & governance

## PROFILE

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A cross-cultural leader **managing diverse teams across continents**, Marcy is skilled in **reputation management, communications and messaging strategies** in the Fortune 500. She brings extensive experience in **financial communications and risk management** and is a recent graduate of Kellogg's Executive MBA program with a focus on finance. A recognized thought-leader in **corporate responsibility**, Marcy is a passionate advocate at the intersection of shareholder value and responsible practices.

## PROFESSIONAL EXPERIENCE

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**ArcelorMittal, Chicago, Illinois**  
**Executive Director, Corporate Responsibility** **01/14 - 06/18**  
Led corporate responsibility, sustainability, corporate reporting and community investment/philanthropic giving for ArcelorMittal Americas, with teams in North, Central and South America. Part of the organization's reputation management and communications leadership team.

- Produced a worldwide listening tour to implement a new global sustainability framework. Recognized in its first year of implementation by the World Steel Association, Clinton Global Initiative and others.
- Produced the first Integrated Report for a major manufacturer in the Western Hemisphere, combining sustainability results with financial and business drivers. Supervised sustainability reporting in 6 countries in accordance with IIRC, SASB and GRI standards.
- Launched a signature global community investment initiative, ensuring 40% of the company's \$30 million community investment budget emphasizes STEM education.
- Developed executive communications for senior leaders and officers overseeing message consistency across geographies and channels.
- Skilled spokesperson and thought-leader on key industry issues. Represented ArcelorMittal at conferences, with the media, and through blogs and other writing opportunities.

**CGN, Inc, Chicago, Illinois**  
**Founder and CEO** **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

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### **Boston College Center for Corporate Citizenship**

Member, Executive Leadership Forum, 2017-Present

### **Step Up**

National Board, 2015-Present  
Chicago Board Chair, 2015-2017  
Chicago Vice Chair, 2013-2015  
Chicago Board, 2012-2017

### **Girl Scouts of Greater Chicago & Northwest Indiana**

Board Member, 2017- Present

### **Chicago Architecture Foundation**

Development Committee Chair, Present  
Trustee, 2014-Present

### **Girls on the Run, Twin Cities**

Advisory Board, 2012-2016

## PROFESSIONAL EXPERIENCE (CONTINUED)

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### **Fundraising Consultant, Chicago, Illinois**

#### **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, Lucile Packard Children's Hospital at Stanford, Women Thrive, and others.
- Launched the firm's initiatives for 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 Australian and Asian markets.

### **Pillsbury United Communities, Minneapolis, Minnesota**

#### **Donor and Public Relations Manager**

**2009-2010**

Managed fundraising and communications for a \$14 million agency.

- 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 economic downturn.

### **WomenVenture, Minneapolis, Minnesota**

#### **Events and Sponsorships Manager**

**2007-2009**

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

- Managed marketing and fundraising 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.

### **Minnesota CPA Society**

*Government Relations Coordinator | Minneapolis, MN | 2006-2007*

### **Red Brick Learning**

*Marketing Coordinator | Minneapolis, MN | 2005-2006*

### **Fabiani & Co.**

*Research Assistant | Washington, DC | 2005*