

Alumni News - Week of September 2, 2013

September 06, 2013

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Elsie Maio Guest-Hosts "Trust Across America" Panel Discussion

Trust Across America - August 9, 2013

Elsie Maio (NYO 80-83), founder of Humanity Inc. and The SoulBranding Institute, recently guest-hosted a 50-minute panel discussion, "Trust Across America," which focused on the "trust gap" between business and the public.

Representing the media sector was TV and radio broadcast journalist David Brancaccio, winner of the Peabody, Cronkite and Emmy awards, and Jason Voss, of the CFA Institute's Future of Finance project and author of "The Intuitive Investor."

Maio was dubbed "the guru of values-led strategy and branding" by Anna Klingmann, author of MIT-published "Brandscapes: Architecture in the Experience Economy." She aims to empower high-performance businesses to profitably align with the well being of humanity and to boost the performance of social-service organizations. Maio has previously held positions at Institutional Investor, where she was a senior editor, as well as at several global identity firms. She publishes and speaks frequently on the practical application of her vision of the new business paradigm at global conferences, universities and in international business media.

Click here to watch the video: <http://bit.ly/14vYhYx>