

BUSINESS AND SOCIAL MEDIA: OPPORTUNITIES AND RISKS

2020 Panelists



Vikram R. Bhargava is assistant professor of management and entrepreneurship at the Leavey School of Business at Santa Clara University and faculty scholar of the Markkula Center for Applied Ethics. His research centers around the distinctive ethics and policy issues to which technology gives rise in organizational contexts. He received a joint PhD from the University of Pennsylvania in ethics and legal studies (The Wharton School) and philosophy (School of Arts and Sciences).



Helet Botha currently holds the title of visiting assistant professor at the George Washington University School of Business, where she teaches Business Ethics. She is also a post-doctoral fellow associated with the Batten Institute for research in Entrepreneurship and Innovation at the Darden School of Business (UVA). She received her PhD in Business Administration (with a focus on Ethics, Strategy and Entrepreneurship) from Darden in May of 2019. Currently, her research projects focus on the psychology of managerial and entrepreneurial stakeholder relationships.



Jill A. Brown is a professor of management at Bentley University. She holds a PhD in Strategic Management from the University of Georgia. Brown's research and teaching interests include strategic leadership, ethics, corporate social responsibility and corporate governance. Her work has been published in the *Journal of Business Ethics* (JBE), *Organization Science*, *Journal of Management Studies*, *Oxford Handbook of Corporate Social Responsibility*, *Strategic Organization* and *Corporate Governance: An International Review* (CGIR), to name a few. Brown is co-author of the 10th edition of the textbook *Business and Society: Ethics, Sustainability and Stakeholder Management* with Archie Carroll, published by Cengage. She is co-editor of the *Business & Society* journal and serves as an associate editor for CGIR. Brown recently stepped down from serving as a section editor at JBE. She is the current division chair for the SIM Division of the Academy of Management.



Matthew Caulfield is a PhD candidate and Platt Fellow in Business Ethics at the Wharton School of the University of Pennsylvania. He also earned his BS in Economics at Wharton, where he was designated a PwC Scholar and Wharton Research Scholar. Caulfield is a recipient of the Society for Business Ethics Founders' Award and has visited at the Tepper School of Business at Carnegie Mellon University as a PhD Scholar in Business Ethics. His recent research focuses on the role of ethics and institutions in corporate social responsibility theory, the value of organizational secrecy, business and human rights and compensation ethics. He has also published on progressive financial regulation, corporate governance and firm theory, corporate personhood, corporate criminal legal theory and workplace civility. His work has appeared in the *Journal of Business Ethics* as well as the *Business Ethics Journal*.



Hannah Grove leads teams at State Street focused on strategy, client onboarding, brand, media relations, content marketing, digital and client experience. She is a member of the company's Management Committee, its senior-most strategy and policy-making team. Grove supports State Street's revenue growth and client acquisition and retention, and serves to positively influence all constituencies' understanding of the company. She also serves as executive sponsor for State Street Pride, the company's LGBTQ employee network, and its Asian Professional Alliance; as a founder of "Leading Women," a mentoring program for senior women across the company; as an advisory board member for the company's Professional Women's Network; as a member of the company's Executive Talent and Client Committees, and its Conduct Standards Committee; and serves on the Board of State Street Hangzhou, its operations in mainland China.

Prior to joining State Street in 1998, Grove was marketing director for the Money Matters Institute, an initiative supported by the United Nations, the World Bank and private sector companies to foster sustainable development in emerging economies. Earlier in her career, she owned and operated a public relations firm in London. She moved to the U.S. as communications director of the World Economic Development Congress in Washington, DC. Grove has been named to American Banker's annual list of "Most Powerful Women in Banking" 2017, 2018 and 2019; to OUTstanding's list of top LGBTQ allies for the past four years; and for the past three years to the HERoes Champions of Women in Business list of female role models helping to increase gender diversity.

Grove currently serves as a board member of Project Bread, which focuses on eradicating hunger in Massachusetts, and as a member of the fund board for the Boston Public Library. She previously served as the president of the board of directors for the Women's Lunch Place, a daytime community in Boston for disadvantaged women.



Jeff Gulati is a professor of Political Science in the Global Studies Department at Bentley University. He earned his PhD in Government from the University of Virginia and BA in Political Science from UNC-Chapel Hill. His primary research interests are in political campaigns, digital campaigning strategies, the U.S. Congress and congressional elections. His current projects are on analyzing the impact of scandals in congressional elections the use and impact of outside money in congressional elections, and the growth and impact of digital advertising in campaigns. At Bentley, Gulati has taught Campaigns and Elections, Model U.S. Congress, Political Psychology, and Politics Through Film and will be teaching a course on Voting Rights and Electoral Reform in spring 2021. He also is a member of the executive council of Pi Sigma Alpha, the national political science honors society, a member of the senior editorial boards of the *Journal of Information Technology & Politics* and the *Journal of Political Marketing*.



J. Trevor Hughes, president and CEO of the International Association of Privacy Professionals (IAPP), leads the world's largest association of privacy professionals that promotes, defines and supports the privacy profession globally.

Hughes is widely recognized as a leading privacy expert, appearing at SXSW, RSA and other privacy and technology events. He has contributed to media outlets such as the *New York Times*, TechCrunch and WIRED and has provided testimony on issues of privacy, surveillance and privacy-sensitive technologies before the U.S. Congress, the U.S. Federal Trade Commission, British Parliament and more.

A native of Canada, Hughes received his undergraduate degree from the University of Massachusetts, Amherst and his Juris Doctor from the University of Maine School Of Law, where he is also an adjunct professor and member of the Law Foundation Board.



Ashley Jakubczyk is the associate director of Social Media at Bentley University. She is passionate about using storytelling to keep communities connected — especially on social media. Though she is a creative at heart, Jakubczyk knows that the key to social marketing success is to have a data-driven strategy in place, too. Combining these two outlooks has allowed her to successfully lead innovative social campaigns in multiple settings.

Initiatives Jakubczyk has partnered on and led have received both corporate and industry recognition for marketing and social media strategy, including the 2014 MarCom Platinum Award. In addition to speaking at various industry events, she has also been on staff at the world's largest social media conference, Social Media Marketing World, since 2018.

Jakubczyk holds a bachelor's degree in literature from UCLA and a master's degree in journalism from Harvard University. Prior to joining the team at Bentley, Jakubczyk spent three years in the Pacific Northwest running social media advertising and organic strategy for a mid-sized software technology company. She also has experience in the pharmaceutical, aerospace, and journalism industries. In her free time, you can find her traveling, stand-up paddleboarding or watching football — go Pats!



Rodrigo Martinez is a creative business leader and entrepreneur with 20-plus years of diverse international experience across life sciences, digital health, health care and wellness sectors. He is the founder and CEO of AZUL — a strategy and creative agency. He was chief marketing and design officer at Veritas Genetics — the Genome Company. Prior to that he was life sciences chief strategist at IDEO, the global design firm and a principal with the Boston Consulting Group.

Martinez's work has won awards including Fast Company Most Innovative Cos 2018, CNBC 50 Disruptors, MIT Tech Review's 50 Smartest Cos twice, a Webby, among others. He has appeared in multiple media including CNBC, *LA Times*, WIRED, EDGE-Serpentine Gallery and several books. He has been a keynote speaker and presenter at TED Unplugged, DENT, World's Top 50 Innovators, Summit at Sea, ARC Fusion, Near Future Summit and multiple TEDx events.

Martinez has been a regular guest lecturer at Harvard and MIT. He grew up in Mexico, where he was a Bailleres Scholar at ITAM. Martinez was a World Bank scholar at Harvard, where he received his MPA/ID. He serves on the Board of Advisers of GBH and the Board of Advisers of Neo.Life. He lives with his wife and daughters in Massachusetts. Martinez is a free diver with a breath hold time of five minutes and 10 seconds. He loves spicy food. You can follow him @RodrigoATCG.



Robert McNulty is the president and founder of Just Business, LLC, a consultancy that specializes in Business for Peace and assisting companies to achieve authentic success through empowering ethics.

For 14 years he worked at Bentley University, initially teaching in the Philosophy Department, and then serving for 13 years as the director of programs at the Hoffman Center for Business Ethics. There, he was responsible for many aspects of the center's educational, communications and research activities. He launched the Bentley Business for Peace Initiative to focus on ways businesses can advance stability and peace in regions facing serious conflicts. He served on the Steering Committee of the United Nations Global Compact Business for Peace Initiative and was the first co-chair of the U.N.'s Principles for Responsible Management Education (PRME) Business for Peace Working Group. McNulty founded Just Business to draw on positive ethics such as

dignity, trust and human rights to build stronger companies, and to assist companies to navigate wisely potential opportunities for ventures in fragile and conflict-affected regions.

Earlier in his career, McNulty held senior business leadership roles in New York, Jakarta, and Singapore, where he specialized in the development and applications of communications strategies to assist countries in their economic development efforts. In 2007, he founded the nonprofit organization, Applied Ethics Inc., the main work of which is the Pax Populi people-to-people peacebuilding initiative, which offers online English language tutoring to students living in Afghanistan, a country he has visited three times for this work.



Jeffrey Moriarty is professor in the Philosophy Department at Bentley University and Executive Director of Bentley's Hoffman Center for Business Ethics. His research focuses on questions of distributive justice in states, organizations and markets, especially justice in pay. Publications to feature his work on these and related topics include *Business Ethics Quarterly*, *the Journal of Business Ethics*, *Economics and Philosophy*, *Noûs*, and *Philosophical Studies*. Moriarty has taught business and leadership ethics to undergraduate, graduate and professional audiences. Other teaching interests include political philosophy, environmental ethics and the philosophy of sport. He has been quoted in media outlets such as the *New York Times*, *The Hill*, Vox and CBS News Radio. He serves as an associate editor at both *Business Ethics Quarterly* and *Business & Society Review* and is immediate past president of the Society for Business Ethics.



Katherina Pattit is associate professor and department chair of the Ethics and Business Law department at the University of St. Thomas in Minnesota. She received her PhD in business ethics and law from the Wharton School at the University of Pennsylvania. Her research interests cover corporate governance, corporate social responsibility, responsible growth, privacy in social networking and ethical issues of artificial intelligence.



Jānis Sārts is a director of the NATO Strategic Communications Centre of Excellence (Riga), a multinational, cross-sector organization providing comprehensive analysis, advice and practical support in strategic communications to the alliance and the allied nations. Prior to that, he has been the state secretary of the Ministry of Defense in Latvia for a bit more than seven years, leading defense-sector reforms during an economic crisis period, developing a new state defense concept and encouraging regional defense cooperation within NATO and the EU. He has also led the Latvian government's efforts to increase its security and defense in cyberspace. As chair of the National Cyber Security Board, he was responsible for formulating and overseeing the implementation of Latvia's cybersecurity policy, as well as for overseeing the work of the National Information Technology Security Incident Response Institution – CERT.LV.



Elliot Schrage served as Facebook's first vice president of Public Policy and Communication from 2008-2020, where he led outreach to governments, policymakers and global media about the company's products and services, corporate business and partnerships, building and scaling global organizations for each of these functions. Previously, he served on Google's executive management team as its first vice president of Global Communications and Public Affairs, a similar function. Schrage came to Google from the New York-based Council on Foreign Relations, where he was the Bernard L. Schwarz Senior Fellow in Business and Foreign Policy, focusing on the social consequences of globalization and the role of the private sector in promoting economic and political development.

Earlier in his career, Schrage taught at Columbia University Business School and Law School, where he helped launch the first academic course examining the human rights responsibilities of transnational business. He has written and spoken widely on this and related topics; his articles have appeared in the *Harvard Business Review*, the *Washington Post* and the *Financial Times*, as well as more specialized publications. Schrage also advised several multinational corporations and industry initiatives on human rights concerns arising from their international operations. He has almost two decades of experience working with private foundations and non-governmental organizations on global issues, including international human rights and the rule of law, environmental protection, economic development and HIV/AIDs. Such groups include the Ford Foundation, the Pew Charitable Trusts, Nathan Cummings Foundation, Human Rights Watch, Human Rights First, the Robert Kennedy Human Rights Center and the Landmine Survivors Network. His work has included projects in China, Guatemala, El Salvador, Haiti, India, Kenya, Pakistan, Peru, Uganda, the former Yugoslavia (Croatia and Kosovo), the former Soviet Union and Zimbabwe.

A member of the Council on Foreign Relations, Schrage serves as a presidential appointee as Trustee of the U.S. Holocaust Memorial Museum, on the San Francisco-Marin Food Bank Board of Directors and previously on the Committee on Scientific Freedom and Human Rights of the American Association for the Advancement of Science and the US Treasury Advisory Committee on International Child Labor Enforcement. Other board experience includes the Harvard Law School Association of New York (trustee), the Medicare Rights Center and the International League for Human Rights. More recently Schrage has served as an advisor to Dharma Inc., a data analytics platform, Luminare, an interactive image service and Lambda School, a training program in data science and software engineering.

Schrage began his professional career with the law firm of Sullivan & Cromwell in New York and Paris. He received his BA, JD, and MPP degrees from Harvard College, Harvard Law School and the Kennedy School of Government and also studied at École Normale Supérieure.



Josh Simons is a graduate fellow at the Edmond J. Safra Centre for Ethics and the Berkman Klein Centre for Internet and Society at Harvard University, where he works on technology regulation and AI governance. Simons is a visiting research scientist at Facebook, where he has helped push the company to build processes and frameworks for responsible AI. Simons is also a research fellow at the Institute for the Future of Work, a former technology policy fellow at New America and previously worked as a policy adviser for the Labour Party in the British Parliament.



Joseph Weiss is a professor of Management at Bentley University, where he teaches MBA and undergraduate leadership, business ethics, careers and organizational theory and design. He has more than two decades of consulting experience and executive education assessing and developing individual and team leadership effectiveness and organizational change. He is an international Fulbright Senior Program Specialist and has written five books. He has served as the chair of the national Academy of Management Consulting Division and the HICSS (Hawaii International Conference of System Sciences) IT/Project Management track. He earned a PhD from the University of Wisconsin, Madison, and has studied at Harvard and Columbia universities and the American University of Beirut.



Thomas I. White is the Conrad N. Hilton Professor of Business Ethics at Loyola Marymount University and founder and director of the International Business Ethics Case Competition. He is also a visiting professor at Mount Holyoke College. White is the author of six books (*Right and Wrong*, *Discovering Philosophy*, *Business Ethics*, *Men and Women at Work*, *In Defense of Dolphins: The New Moral Frontier* and *Socrates Comes to Wall Street*) and numerous articles on topics ranging from 16th-century Renaissance humanism to business ethics.

The main focus of his research is the philosophical and ethical implications of the scientific research on whales and dolphins. He argues that such practices as the captivity of dolphins and orcas, the deaths and injuries of dolphins in connection with hunting and fishing practices and attempts to bring back commercial whaling are all ethically indefensible. White is a fellow of the Oxford Centre for Animal Ethics. He is also a scientific advisor to the Wild Dolphin Project, a research organization studying Atlantic-spotted dolphins in the Bahamas and he served as U.S. ambassador to the U.N.'s 2007-08 Year of the Dolphin Program.