

## **Elliot S. Schreiber, Ph.D.**

### **Co-Founder, Strategy and Stakeholder Value Institute**

Elliot S. Schreiber, PhD, is unique in having moved successfully in and out of the corporate, academic, and consulting worlds during a 45-year career. He has been in sales, corporate strategy, marketing, and corporate communication, advancing rapidly to become the senior-most marketing and communications executive at three global corporations. He has taught at several universities in Canada and the US, has run an international consulting firm and has been a consultant to major corporations, associations, and non-profits. He is recognized as one of the most knowledgeable and experienced experts in the fields of brand, reputation and risk management, and governance.

Elliot's interests are found at the nexus of organizational strategy, values and culture, governance, and stakeholder expectations of value. He argues that reputation is the result of how well an organization meets or exceeds the expectations or value held by stakeholders, while risk occurs when the organization fails to meet those expectations.

After graduating from university, Elliot began his career as a pharmaceutical sales representative. He then went to graduate school, and after receiving his PhD from the Pennsylvania State University began his career in 1976 as a faculty member at the University of Delaware, during which time he founded the university's public relations and advertising program. Concurrently, he was a consultant to several Japanese organizations during their entry into the US market. In 1980, he moved to the corporate arena, joining the DuPont Company in Wilmington, DE, where he was on the staff of the Chair, developing strategy options for the company's move into pharmaceuticals and electronics, and later headed global marketing communications for DuPont's pharmaceutical, medical diagnostics, x-ray, and electronics businesses. From 1986-1995, he was Senior Vice President, Corporate Marketing and Communication, at Bayer Corporation, Pittsburgh, where he designed and created the company's North American corporate marketing and communications organizations.

In 1995, he moved to Toronto, Canada, to become Senior Vice President, Corporate Marketing and Communications, at Nortel Networks, with global responsibility for all marketing and communications functions. He was a member of the CEO's Council and chair of the company's Global Marketing and Sales Group. He left Nortel in 1999 to become managing director of Digital 4Sight, Toronto, an e-business strategy-consulting firm that worked with major global companies in the build-out of the first phase of the worldwide web (Web 1.0). He helped grow that firm from a small think tank of 12 researchers into an 85-person international consulting firm. He and his partners sold the firm in 2001 and he returned to consulting and university teaching.

Between 2001 and 2004, he taught in the MBA program at DeGroote School of Business at McMaster University in Hamilton, Ontario, and also co-founded and was a faculty member at The Directors College, a joint venture between McMaster and the Conference Board of Canada.

From 2006- 2008, he was senior adviser to the Reputation Institute, New York (now called RepTrak), and then founded his own firm, Brand and Reputation Management, that worked with organizations globally. Between 2008 and 2012, he taught at the LeBow College of Business at Drexel University in Philadelphia, Pennsylvania, USA, where he founded the first academic Centre for Brand and Reputation Management at a US university.

Since 2012, he has been a member of the faculty for director education of board members of Farm Credit Services throughout the US and has worked with other boards over the past ten years. He has been a director and member of advisory councils at a number of companies.

He is co-author of the book *Achieving the Execution Edge: 20 Questions Directors Should Have Answered about Strategy Execution* (Worthy Books, 2013), and a number of articles on reputation and brand management in leading academic journals and books. Elliot is a dual citizen of the US and Canada.

Elliot is a graduate of the University of Delaware, and received his Ph.D. from Penn State University, where in 1992 he was named an Alumni Fellow of the College of Communication.