



January 20, 2022 online panel and networking

[Panel #2](#) *Best Practices in CSR*

**Kelly Cobb,**  
VP of Community + Giving, [Bombas](#)



**Cristina Alesci,**  
Chief Corporate Affairs Officer, [Chobani](#)®



**Elsie Maio,**  
Founder & CEO, Humanity, Inc/[SoulBranding](#)<sup>SM</sup> Institute



## Elsie Maio

Founder & CEO, [Humanity/SoulBranding](#)<sup>SM</sup>

Now, as “Business and investing are over-ripe for a systemic flush,” Elsie coaches on the next leap past ESG branding to a Wellbeing Economy. Chief among these she says is to:

*”Free the soul of marketers and activate  
the organization’s (es)G Spot.”*

The SoulBranding<sup>SM</sup> System lends stability to this inherently chaotic process: “like handrails for the individual and the ecosystem.”

Elsie speaks and publishes at the edge of transformation on global industry and academic platforms, on NPR and occasionally on social media.

Her company advises leaders committed to serving humanity.

[www.soulbranding.com/media](http://www.soulbranding.com/media)