



EABIS APPOINTS NEW DEPUTY DIRECTOR TO HELP STAY AT THE FOREFRONT OF CORPORATE RESPONSIBILITY IN EUROPE

Simon Pickard Brings Strong International Managerial Experience to EABIS; Will Help Manage Internal Governance, Membership, Strategy and Day-to Day Operations

Brussels, Belgium, 31 July 2006 – The European Academy of Business in Society (EABIS), Europe's leading alliance on corporate responsibility knowledge development and learning, today announced that it has appointed Simon Pickard to the newly created position of Deputy Director. The position was created to better manage the rapid strategic expansion of the EABIS network and its pioneering research, education and training activities, which are supported by the EU Commission and EABIS' founding corporate partners – IBM, Johnson & Johnson, Microsoft, Shell and Unilever.

In his position as Deputy Director at EABIS, Mr. Pickard will be responsible for building stronger relationships with and enhancing EABIS' support for its business schools, universities and multinational companies. He will report to Executive Director Peter Lacy and work closely with him and EABIS President Prof. Gilbert Lenssen to shape the organisation's strategic direction, manage membership relationships as well as handle direct event planning, staff and day-to-day operations.

"Corporate responsibility and business in society have evolved dramatically over the past four years, moving from a marginal activity on the fringe of companies and business schools to an ever-expanding mainstream issue in business strategy and management" said Lacy. "The creation of this new position and the appointment of a deputy director will help enable EABIS to keep pace with the rapid growth in the demand for timely, relevant and useful knowledge and learning. We believe that it will also help EABIS to provide strong leadership and chart a course for the future of corporate responsibility at a pivotal time in the global debate."

Biographical Information

Mr. Pickard's professional background contains extensive experience in international education in both Europe and the United States and several positions in the corporate world.

Previously, he worked for almost eight years for Oxbridge Academic Programs, a not-for-profit organisation based in New York, ultimately holding the position of Executive Director. In this role, Mr. Pickard was responsible for the creation and implementation of programmes and courses at the Universities of Oxford, Cambridge (UK) and Paris (France). In addition, he led various management responsibilities including faculty recruitment, university liaison, contract negotiations and the management of a multinational administrative team. He has also spent time in various administrative roles at Société Générale and Hermes Pension Management Ltd (European Fund) in London.

Bilingual in French and English, Mr. Pickard was educated in Europe, initially graduating from Oxford University with a Master's Degree in Modern Languages and Literature. He also has an MBA from HEC Paris (Ecole des Hautes Etudes Commerciales) in France where, among other accomplishments, he received the Class Leadership Award.

About The European Academy of Business in Society

Established in 2002 by leading companies and business schools in partnership with the EU Commission, EABIS aims to integrate corporate responsibility into the mainstream of business theory and practice in Europe. EABIS funds collaborative research, education and training projects and hosts numerous events and workshops across Europe to develop more and better knowledge and learning on corporate responsibility. It also leads the EU Commission funded 'European Platform for Excellence on CSR' (CSR Platform) project as the designated centre for excellence on CSR Research under the Sixth Framework Programme. With a European focus, but a global outlook, EABIS' membership currently spans four continents and 19 countries and includes some of the world's largest global corporations including Shell, Unilever, IBM, Johnson &



EABIS
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Johnson and Microsoft and Europe's top business schools such as INSEAD, IMD and the London Business School. www.eabis.org.

Contact:

Simon Pickard

+32.2541.1623

simon.pickard@eabis.org