



Contact

Phone +46 72 923 75 39

Email / Website/LinkedIn

elin@socialgoodagency.com

www.socialgoodagency.com

linkedin.com/elin-wibell

Education

2010

**Master's Degree
Strategic Public Relations**

University of Sydney

1999-2004

**Bachelor of Arts
Communication and Media**

San Diego State University-California

Stockholm School of Economics - Organizational Leadership, HEC Paris - Marketing, INSEAD - Crisis Management, Berghs School of Communication - Leading Projects and Managing Change, Writing for the Media, University of Cambridge - The Paris Agreement, Sustainable Development and the Law, edX - Measuring Sustainable Development.

Projects

- Founder of MVP application Gayze for iOS and Android - providing travel advice for the LGBTQ+ community.
- Volunteer Teacher - Hriphi Community Learning Centre in Kuala Lumpur, Malaysia.
- Absolut Creative Space - the project led to a decrease of glass weight, and the inclusion of sustainability in product innovation and development for Absolut Vodka. Finalist in Sabre Awards 2016.
- Buddy Check Application - A responsible drinking program for The Absolut Company - GPS functionality combined with timed buddy checks makes it fun and safe to stick together throughout the night. Finalist in Sabre Awards 2015.

Elin Wibell

Building Business and Brand through Communication & Sustainability

Driven by the opportunities for business to do good while building brand, reputation, and product. Specialized in Corporate Communication, CSR, and Sustainable Innovation. 15+ years of experience in communication and public relations for global lifestyle brands such as Absolut Vodka. My passion for swift transformational climate action has taken me from working with NGOs, corporations, do-tanks, and sustainable cities. Proven experience in CSR communication and developing impactful programs for organizations and brands in their sustainability work.

Experience

2016 - present

Social Good Agency | Asia/Europe

Managing Director / Founder

Social Good Agency offers consultancy services in sustainability and communication.

- External & Internal Corporate Communication
- Identify and prioritize stakeholders in the philanthropic space
- Strategic advice to build CSR into current strategy - purpose & circular opportunities
- Manage and promote engagement with stakeholders and communication

Sep 2022 - Jan 2023

Axfoundation | Stockholm, Sweden

Communications Consultant

Communications Consultant at Axfoundation - an independent, non-profit organization working practically and concretely towards building a sustainable society. Believing strongly in business as a driving force for change with the goal to Act to Inspire and Inspire to Act. Responsible for the Progress Report 2023.

Aug 2021 - July 2022

Urban Future | Graz, Austria

Head of Marketing

Urban Future is connecting those who shape the future of our cities through Europe's largest events for sustainable cities and a global network of urban change agents.

- Marketing strategy and execution
- New website www.urban-future.org
- UF22 during H22 City Expo in Helsingborg, Sweden

Jul 2020 - Jan 2021

Terres des Hommes | Southeast Asia

Strategy Consultant

Terre des Hommes "Earth of Humanity" is a leading Swiss organization for children's aid and fights child exploitation with programs across Asia, East Africa, and Europe.

- Conceptualizing collaborations in Southeast Asia within Corporate Social Responsibility
- Outreach to stakeholders

2006 - 2016

The Absolut Company, Pernod Ricard | Stockholm

Senior Manager Corporate Communications & CSR

The Absolut Company is one of six brand companies within Pernod Ricard N°2 in the Wines & Spirits sector worldwide. The company is responsible for the production and the global marketing strategy for brands such as Absolut Vodka, Malibu, Kahlúa, and Wyborowa, covering more than 150 markets worldwide.

- Delivered internal and external communication through a variety of tools, events, and material
- Launched corporate and brand responsibility programs and communication such as Absolut Creative Space and Buddy Check
- Managed external global channels and press relations
- Corporate branding and crisis communication