

MEDIA RELEASE

Shared Value Project seeks new CEO

14 May 2020: Shared Value Project (SVP) is seeking to appoint a new CEO, following the announcement that co-founder Helen Steel has decided to step down from the role in September.

SVP has grown to more than 30 members across 10 diverse industries; including NAB, IAG, AIA Australia, Optus, PwC, Enel Green Power and Nestlé Oceania.

Defined as a business strategy that solves social and environmental issues profitably, shared value is a global movement aimed at building long-term socio-economic resilience.

SVP Chair Peter Yates AM said: “After eight years devoted to building the awareness and adoption of shared value across Asia Pacific, Helen has decided to take on a new challenge. It has been a privilege to support her in realising the potential of the shared value movement in Australia and her goal to create sustainable prosperity.”

Helen said: “As shared value becomes more central to business strategy, I feel it is the right time to pass on the baton of leadership. Whilst our challenges have never been greater, neither has our collective appetite and ability to enact global change. I am immensely proud of all we have achieved together and would like to thank the shared value community for their support and commitment.”

Peter added: “We have been so fortunate to have had Helen’s leadership to drive the shared value movement forward, and we know she will continue to be an active advocate for its progression. We wish her well in her next venture and are delighted that she will also take an active role in the future development of SVP.

“I am excited about the next chapter of the organisation’s development. Never has shared value been more important, as recent events have shown.”

Shared value co-creator and Harvard Business School Professor Mark Kramer said: “Helen’s vision has been integral to cementing Asia Pacific at the forefront of shared value innovation, and advancing the global movement.

“The foundations she has laid will serve as a critical template for how business, in partnership with Government and community organisations, can address some of the biggest problems we have faced in modern times.”

Helen will remain at the helm of SVP until the appointment of a new CEO. She will continue to lead the delivery of its sixth [Shared Value Summit Asia Pacific](#), taking place online from June 10 under the theme *The Climate for Change*.

SVP’s Board of Directors welcome recommendations or expressions of interest. For more information, visit [\[link to JD\]](#)

Ends

Media contact

Cerisse Denhardt
Media and Communications Lead
E: cdenhardt@sharedvalue.org.au
M: 0420206801

About the Shared Value Project (SVP)

Established in 2014, SVP is the peak body for advancing the adoption of shared value in the Asia Pacific.

It does this through education and training, capacity-building events and by providing evidence for the link between social progress and positive corporate performance.

Shared value is a business strategy designed to solve social issues profitably. It does this by leveraging the resources and innovation of the private sector to create new solutions to some of society's most pressing issues. In doing so, it creates a more prosperous environment in which to operate, making business more sustainable and resilient.

For more information, visit www.sharedvalue.org.au