

**Susan McPherson** is a serial connector, angel investor, and corporate responsibility expert. She is the founder and CEO of [McPherson Strategies](#), a communications consultancy focused on the intersection of brands and social impact. She is the author of [The Lost Art of Connecting: The Gather, Ask, Do Method for Building Meaningful Relationships](#) (McGraw-Hill). Susan has 25+ years of experience in marketing, public relations, and sustainability communications, speaking regularly at industry events including Massachusetts Conference for Women, BSR, DLD, Worth Women and Techonomy, and contributing to the *Harvard Business Review*, *Fast Company*, and *Forbes*. She has appeared on NPR, CNN, *USA Today*, *The New Yorker*, *New York Magazine* and the *Los Angeles Times*.

Susan is the recipient of Forbes magazine's [50 over 50—Impact 2021 award](#) and Worth Media's Worthy100 award. She has also won numerous accolades for her voice on social media platforms from *Fortune Magazine*, *Fast Company* and *Elle Magazine*. Currently, Susan invests in and advises women-led start-ups, including: [iFundWomen, Inc.](#), [Messy.fm](#), [Our Place](#), [The Riveter](#), [Park Place Payments](#), [Hint Water](#), [Apolitical](#), [Arlo Skye](#), [Giapenta](#) and [The Muse](#). She serves on the boards of [USA for UNHCR](#), [The 19th News](#), and serves on the advisory boards of [The List](#) and [Alltruists](#). Additionally, she is a member of the [MIT Solve](#) Women and Technology Leadership Group and serves as an adviser to several nonprofits, including [JUST Capital](#), Girls Who Code, She's The First, and The OpEd Project. Susan is a Vital Voices global corporate ambassador. She resides in Brooklyn.