



Björn Edlund is an experienced public affairs practitioner and former foreign correspondent, with a special focus on the societal role of business and the practical implementation of CSR policies. Over the past 20 years, he has provided guidance, support and challenge to 11 CEOs in the three corporations where he has served as head of corporate communications, as well as to dozens of other executives and project leaders in his years as a consultant.

He retired from Shell in 2010 after nearly five years as Executive Vice President and Head of Group Communications, responsible for Shell's global branding and stakeholder communications. He joined Shell from ABB Ltd where he helped integrate corporate responsibility and other sustainability aspects into business planning and practices, adding human rights considerations to business risk assessments and closely engaging stakeholders in annual dialogues in the main countries. From 1992, he was head of corporate communications at Sandoz AG until 1996, when Sandoz merged with Ciba Geigy to form Novartis.

Edlund teaches as a senior visiting fellow at the MBA and advanced management programmes at Henley Business School in the UK, and is a senior advisor to Burson Marsteller, a leading public relations firm, in Europe, Middle East and Africa. He is a member of the board of the Institute for Human Rights and Business and serves on the advisory board of the Asia Society's council on US-China relations.

Before moving to business communications in 1989, Edlund worked for 12 years as staff correspondent, bureau chief and regional news editor at the news agencies UPI and Reuters, in Western and Eastern Europe, the Middle East and Latin America and the Caribbean. A Swedish national, he is based in Switzerland.