

Biography: John L. Paluszek

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John Paluszek is senior counsel at Ketchum specializing in corporate social responsibility/sustainable development. He is also executive producer of “Business In Society”, the video program reporting on, and analyzing, current news on these subjects and related issues.

Past chair of The Global Alliance For Public Relations and Communication Management and a national past president of The Public Relations Society of America, John is liaison to the United Nations for those organizations.

He is a member of the Accrediting Committee of the Accrediting Council For Education in Journalism and Mass Communications (ACEJMC) as well as the Commission on Public Relations Education. He also co-chairs the PRSA Educational Affairs Committee’s Certification For Public Relations Education (CEPR) Initiative.

The recipient of the PRSA 2010 Atlas Award for lifetime achievement in international public relations and numerous other professional recognitions, he has lectured on corporate social responsibility/sustainable development at fifteen colleges and universities and business conferences in the U.S. and abroad.

A former journalist, his many recent commentaries have been published in business and academic journals including *Journalism Studies*, The Foreign Policy Association “*Viewpoints*” and the CNBC blog series. His seminal books on corporate social responsibility, “*Organizing For Corporate Social Responsibility*” and “*Will The Corporation Survive?*”, anticipated and accelerated the contemporary corporate social responsibility/sustainable development business model.

John is a graduate of Manhattan College (B.A., management), was a trustee of the college for fifteen years and has been awarded a Manhattan College honorary degree, Doctor of Humane Letters.

He resides in Old Westbury, New York.

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