



GEORGETOWN NEW STRATEGIES PROGRAM

PROGRAM MANAGEMENT

N*ew Strategies* is part of the Global Social Enterprise Initiative (GSEI) at Georgetown University's McDonough School of Business.

- *New Strategies* Co-Directors: Distinguished Professor Bill Novelli, GSEI founder, and Curt Weeden, *New Strategies* founder
- Senior Faculty: Joe Waters, national expert on cause marketing and social media and author of *Fundraising with Businesses*
- GSEI Executive Director: Ladan Manteghi
- University faculty and MBA students are actively engaged in the Forum and follow-up services

About Georgetown's Global Social Enterprise Initiative

In keeping with the university's heritage and its business school's mission of being in service to business and society, GSEI partners with corporations, nonprofits, governments, and across sectors to address social and environmental challenges and to help today's and tomorrow's leaders create economic and social value.

About Business & Nonprofit Strategies

The consulting firm has assisted many of the nation's largest companies in developing social responsibility programs. The firm is headed by Curt Weeden, former Johnson & Johnson vice president and founder of the Association of Corporate Contributions Professionals. Weeden, who has authored two novels and three nonfiction books on philanthropy and social issues, writes frequently for trade and mainstream publications.

GLOBAL SOCIAL ENTERPRISE INITIATIVE

GEORGETOWN UNIVERSITY **McDonough**
SCHOOL of BUSINESS

NEW STRATEGIES PROGRAM
Revenue Generation for Nonprofit Executives

GEORGETOWN UNIVERSITY
MCDONOUGH SCHOOL OF BUSINESS
GLOBAL SOCIAL ENTERPRISE INITIATIVE
37th and O Streets, NW | Washington, DC 20057
(843) 276-5334
NewStrategies@georgetown.edu

For sponsorship and registration information, email NewStrategies@georgetown.edu