

About: **Ethisphere**



ABOUT ETHISPHERE

is a leading international think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability.

The Institute's associated membership groups, the Ethisphere Council and Business Ethics Leadership Alliance, are forums for business ethics that includes over 200 leading corporations, universities and institutions. These groups are dedicated to the development and advancement of members through increased efficiency, innovation, tools, mentoring, advice, and unique career opportunities. Ethisphere Magazine, which publishes the globally recognized World's Most Ethical Companies Ranking™, is the quarterly publication of the Institute.

Ethisphere provides the only third-party verifications of compliance programs and ethical cultures, Ethics Inside Certification®, Anti-Corruption Leader Verification and Compliance Program Verification.

ETHISPHERE HISTORY

Ethisphere is the latest in a series of organizations founded and/or nurtured by Alex Brigham, a well respected voice in the ethics and compliance field. Alex has had a long history of incubating organizations that help advance the industry of business ethics through aiding in public education and developing of publicly-available best practices standards, benchmarks and frameworks that companies can openly and freely use to learn, compare and improve themselves.

Beginning in 1998, Alex started Corpedia, an industry leading training and advisory services company assisting over 600 corporations to create, maintain and manage effective compliance programs. In addition to Ethisphere and Corpedia, Alex also founded the nonprofit Open Compliance & Ethics Group (www.oceg.org) and the nonprofit Center for Trade Integrity (www.tradeintegrity.org) and continues to partner with a number of organizations and NGOs to help elevate the importance of ethics and compliance in corporations, governments and non-profits.

Ethisphere originally began five years ago as an online industry e-newsletter published by corporate compliance and ethics training and consulting firm, Corpedia. The editorial bent of this newsletter (comprehensive global coverage of daily legal and ethics content, delivered with an edge) has made it into the most widely circulated and popular publication in the industry with over sixty thousand daily corporate, academic and governmental subscribers around the world.

The newsletter continues to be a free and valued public service and is supplemented by a quarterly print magazine publication that goes out to more than thirty thousand paid and qualified subscribers.

In the context of doing research both independently and with outside parties, the analytical operations of Ethisphere, the Ethisphere Institute, were born. As Ethisphere continued to grow in popularity, Corpedia decided to separate it out into its own separate, privately incorporated institute.

Ethisphere identified four primary areas of research to initially pursue (all of which are freely available to the public on Ethisphere's website):

1. Researching, examining and publishing public best practices frameworks for corporate compliance and ethics operations and using these frameworks to score the overall compliance and ethical behavior of corporations. Ethisphere derives "Ethics Quotients" for each corporation ("EQ Score") and annually Ethisphere publishes the top scoring

companies by industry, with those companies that have demonstrably and statistically superior scores vs peers earning the annual "Ethisphere's World's Most Ethical Companies" designation for the year.

2. Examining codes of business conduct and objectively scoring them against best practices in code development, presentation, content and availability. To date, Ethisphere has scored the Codes of the entire Fortune 1000, and the Codes of many other global companies.

3. Researching, examining and publishing best practices in ethics, compliance and combating global corruption – specifically in supply chain management and the use of agents and representatives in global commerce. To this end, with the help of Corpedia and other institutions, Ethisphere played an instrumental role in establishing a nonprofit that works on the design and publishing of best practices in supply chain ethics and compliance. This nonprofit is called The Center for Trade Integrity (www.tradeintegrity.org) and is Chaired by the highly-respected William Lytton.

4. Researching how to do business effectively 'ethically' internationally on a country-by-country basis.

About Mgmt

Alex Brigham

is the Executive Director of the Ethisphere Institute, the world's most recognized authority in the research, rating and certification of corporate and institutional ethics, anti-corruption and sustainability efforts.

Mr. Brigham speaks frequently on the topic of corporate ethics, sustainability, anti-corruption, corporate citizenship, and how such matters correlate to a company's financial performance, regulatory track record and consumer and stakeholder perception.

Mr. Brigham currently serves as President and Chief Executive Officer of the risk assessment and compliance training firm Corpedia Corporation. Previously, Mr. Brigham was a principal at the leveraged buyout firm partnership Clayton, Dubilier & Rice (CD&R), and also served as a financial analyst at the investment banking firm Lazard Freres. Mr. Brigham is a graduate of Yale University.

Mr. Brigham has appeared as a guest commentator on CBNC, FOX, NPR, CBS News Radio and Corporate Board Member's "This Week in the Boardroom." Mr. Brigham's print and online article contributions and quotations have been featured by Forbes.com, Wall Street Journal, BusinessWeek, Financial Times, Huffington Post, New York Times, Reuters, U.S. News & World Report and Motley Fool. In addition, Mr. Brigham is frequently invited to speak at industry conferences and senior management meetings. Recent speaking engagements include the World Economic Development Forum, Forbes Ethical Leadership Forum, Annual Ethisphere Global Ethics Summit, Human Capital Institute and more.

Stefan Linssen - Editor-in-Chief, Ethisphere Magazine

Stefan Linssen is the Editor-In-Chief of Ethisphere Magazine. In this role, Mr. Linssen is responsible for setting the strategic direction of all print and online editorial content for the Ethisphere Institute, as well as coordinating.