



Bio

Coro Strandberg, President of Strandberg Consulting, is an influential social purpose and sustainability / ESG strategist and thought leader. Coro is a Canadian trailblazer and visionary in marketplace innovation to advance social, environmental, and financial progress and has contributed to the evolving field of social purpose and sustainability for more than 35 years. She works with boards, businesses, governments, and industry associations to create strategies and pursue business models to solve society's problems and address social and environmental risks and opportunities that propel society towards a sustainable future. She is a Cofounder and current Chair of the Canadian Purpose Economy Project, and a Cofounder of the United Way BC Social Purpose Institute.



Coro has a tri-sector background in business, government and non-profit leadership working in social, environmental, and financial roles. She has 25 years of experience as a Corporate Director and six years of industry association experience. Coro was a director of Vancity Credit Union - three as Board Chair - where during the 1990s she helped position the credit union as an international leader in sustainable banking. She is a Director of BC Lottery Corporation, a provincial crown corporation that has a social purpose as the reason it exists. She is a faculty member for Governance Professionals of Canada and Director's College, training governance professionals and directors on purpose and sustainability governance oversight respectively. She is a member of the Canadian Standards Association's sustainability advisory committee and a member of the Canadian Office of the Auditor General's Commissioner of Environment and Sustainability's advisory committee.

Coro specializes in helping organizations become leaders in transformational sustainability. This includes advising on social purpose, sustainability and ESG leadership and innovation strategies, social purpose business models and social purpose and sustainability governance, management, implementation, and integration. She works with industry associations to help their members and sector become purpose-driven and sustainable. Coro supports governments to harness the power of business to advance sustainability solutions. She is an expert in integrating social purpose and sustainability in finance, human resources, risk management and procurement.

She publishes her thought leadership at www.corostrandberg.com. Coro was named the top sustainability consultant by the [2015 Clean50](#) for her leadership and impact in sustainability consulting in Canada.

Coro works with organizations that aspire to accelerate, lead, and transform to a sustainable world.

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