

FRANCES G. LASERSON

EXECUTIVE PROFILE

Corporate Social Responsibility

Corporate Philanthropy-Employee Engagement-Communications-Brand Management

A C-Suite executive and proven visionary with over 30 years of leadership experience at Moody's Corporation, an essential component of global capital markets. Recognized as an expert in corporate social responsibility, corporate philanthropy, employee engagement, board training and placement, branding, marketing, and corporate communications.

PROFESSIONAL EXPERIENCE

The Moody's Foundation, President and Chief Executive Officer

2001-2017

- Designed, created and implemented Moody's corporate philanthropy program, established a corporate foundation and was elected president of The Moody's Foundation's board of directors.
- Managed Foundation budget and Corporate Social Responsibility budget in excess of \$ 8 million annually, supervised a global staff of 8 people, directed grant making of \$50 million in US, UK, EMEA, Asia-Pacific and Latin America.
- Conceived of the foundation's signature project, The Moody's Mega Math Challenge [M3 Challenge], an applied math competition which was introduced in 2005 and is now national in scope reaching over 5,000 students annually.
 - In 2007 the Committee Encouraging Corporate Philanthropy [CECP] awarded Moody's Corporation its Excellence in Corporate Philanthropy Award for the M3 Challenge.
 - Participated on panel with community partner, SIAM in several conferences including "Secrets to Creating High Impact Strategic Partnerships", LBG Research Institute Program in 2010.
- Designed, created and implemented Moody's first employee volunteer program in 2008, expanded globally to include 30 offices by 2011, now open to 10,000 employees in 36 countries.
 - Launched volunteer program in India in 2016 and 2017 to include 3,000 new employees contributing to successful integration with acquired company and introduction of Moody's culture and corporate values.
 - Launched repositioning and rebranding of volunteer program in 2015 to introduce separate elements: *Team Up, Extra Measure, Show What You Know* and *Be a Leader*.
 - Honored annually by New York City Mayoral Service Recognition Program for participation rate over 50% of employees in New York.
- Designed, created and implemented the company's first nonprofit board placement program, *Boardbuilders* and placed more than 30 senior leaders on nonprofit boards in the US, UK, Hong Kong and Sao Paulo.
 - Moody's programs highlighted in CECP's 2016 Giving In Numbers Report on *Trends in Action: Skills Based Volunteering and Board Service*
 - Designed, created and implemented Moody's first Corporate Social Responsibility report in 2010 highlighting the work of The Moody's Foundation and Moody's contribution to the greater good through new product development, stakeholder engagement and commitment to environmental, social and governance practices. Introduced Standard Disclosures from the GRI/Sustainability Reporting Standards.
 - Championed increased level of disclosure by Moody's for KPIs resulting in Moody's being named as a top corporate citizen in *Corporate Reputation Magazine's* annual rankings for 2015 and 2016.

Vice President, Corporate Communications, Moody's Corporation (2001-2007)

- Elected a corporate officer of Moody's Corporation upon the spin off from Dun & Bradstreet and listing of Moody's Corporation on the NYSE
- Responsible on the corporate level for the firm's public relations, media relations, employee communications, corporate branding and advertising.
- Served as company spokesman through a number of intense periods of media scrutiny from Enron to the Credit Rating Agency Reform Act of 2006 and the financial crisis in 2007.

Senior Vice President, Marketing, Moody's Investors Service (1998-2001)**Vice President, Strategic Marketing Programs, Moody's Investors Service (1995-1998)**

- Participated in the research focus group conducted by the Center for Talent Innovation for its ground breaking research "*Off Ramps and On Ramps: Keeping Talented Women on the Road to Success*" (*Harvard Business Review*, March 2005.)
- Returned to Moody's and career was profiled in the *Wall Street Journal* ([Managing Your Career](#), by Hal Lancaster, 4/18/95)

Assistant Vice President, Public Finance Analyst, Moody's Investor Service (1975-1984)**NON PROFIT LEADERSHIP**

- The Center for Talent Innovation, board of directors, New York, 2006- present.
 - Chair, Nominating Committee.
- Kiva Leadership Council, San Francisco, 2016- present.
- 1128 Park Avenue Corporation, President, board of directors, New York, 2011- present
- Prep for Prep, board of directors, New York, 2002-present
 - Compensation Committee
- DCCB, Inc. President, board of directors, New York, created new 501c3 to raise funds for New York Presbyterian Lower Manhattan Hospital.
- New York Downtown Hospital, Vice Chairman, Board of Trustees, 2002- 2013
 - Executive Committee member, Compensation, Audit and Compliance, Investments and Finance, Co-Chair of Quality Council with Chief Medical Officer.
 - Participated in the activities that brought NYDH into merger with New York Presbyterian Healthcare System in July, 2013.
- The Brick Presbyterian Church of New York, Inc., President, board of trustees, New York: 2005-2011
 - Finance and Investment, Audit, Personnel, Buildings and Grounds (*ex officio*)
- Sweet Briar College, Executive Committee member, board of directors, Sweet Briar, VA. 1984-1992 and 2013-15
 - Enrollment, Finance and Investment, Buildings and Grounds
- Kent Place School, board of directors, Summit, NJ, 2006-12
 - Finance and Investments, School Life and Development
- The Public Relations Society: New York, President, board of directors, New York, 2004-2005.
- New York City Parents in Action, Inc., President, board of directors, New York, 1991-1994.