

# Better Next Expertise on Retainer

Advisor on call for corporate social impact and “S” in ESG items.

Examples of how retained time can be used:

- Provide counsel
- Conduct research
- Review and refresh existing slides
- Analyze a dataset to draw out an insight
- Plug a temporary operational gap
- Support designing the job description for your company’s social impact role
- Second opinion on potential partnerships
- Define a group of benchmarking peers
- Write starter text for internal documents, partner emails, or procedures

Selected areas of expertise:

- Social impact strategies
- “S” in ESG organization structures
- Community partnerships
- Measurement
- Reporting
- Philanthropy and volunteering programs

## Notes on Logistics

If making the case for budget, recommended budget comparison is Legal or PR firm on retainer by your company.

There is flexibility on the amount of time, while noting a 3 month minimum length of engagement. (e.g., 10 hours per month; 5 hours per week; 1 day per quarter).

Can be used to provide support during parental leaves or to bridge between new hires.

CARMEN PEREZ is Founder and Partner of Better Next, leading social impact special projects for companies. She’s known in particular for measurement expertise. She puts her nearly two decades of cross-sector “S” in ESG experience to work as an advisor, facilitator, innovator, researcher, and strategist. She’s been quoted in the Wall Street Journal, New York Times, and many other top tier publications. She’s penned or contributed to more than 15 corporate social impact-related papers, many of those thought leadership on measurement. A metric she devised in partnership with companies is included in the World Economic Forum’s *Common Metrics for Measuring Stakeholder Capitalism*. She has advised corporate social impact leaders from more than 100 multinational corporations including engagements with Alcoa, Campbell Soup Company, Chevron, Dell, Discovery Education, Impossible Foods, Intel, Macquarie Group Foundation, Regeneron, TCS, USAA, and more. She’s spent more than 5,000 hours advising corporate leaders on measurement. Carmen has a BA in Political Science, International Studies, and French from UW:Oshkosh and an MPA in Nonprofit Financial Management from NYU Wagner School of Public Service. She lives in New York with her family.