



Alex Ferrand

Responsible Business Tracker® Manager at Business in the Community, the Prince's Responsible Business Network

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Jury Member

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Alex is the Responsible Business Tracker® Manager at Business in the Community (BITC). BITC is a membership organisation made up of progressive businesses and works to inspire and engage businesses to become more responsible and tackle some of society's biggest issues.

Based in London, Alex leads BITC's flagship Responsible Business Tracker®, which helps organisations to answer the question: how good is my business in addressing societal and environmental challenges? It is a unique, transformational measurement tool for businesses to track progress against [BITC's Responsible Business Map](#) which was built on the [UN's Global Goals](#). The Tracker offers gap analysis, benchmarking against sector peers, and, through a scoring mechanism, the opportunity for recognition of leading practise, improvement and innovation. Alex is responsible for the strategic direction of the Responsible Business Tracker®, stakeholder communication and engagement as well as the day-to-day running of the programme.

Alex has a BSc (Hons) degree in Psychology from University College London. Prior to working for BITC, Alex worked for the UK Civil Service Fast Stream in a range of departments, including the Ministry of Defence, the Department for Work and Pensions and the Department for Business, Energy and Industrial Strategy. Prior to working for the Civil service, Alex completed the [TeachFirst](#) leadership development programme. Alex's professional interests include diversity and inclusion, stakeholder engagement, supply chains and human rights and fair tax conduct. In his spare time, Alex enjoys playing tennis, boxing and exploring London.

