

Soulfull Speaker Series

UC Berkeley Haas School of
Business



Wednesday, Feb. 28th

5pm-7pm

Wells Fargo Room

Interested in creating impact in a large for-profit corporation? Join us to hear from Chip Heim, the Head of Marketing for The Soulfull Project, a certified B corporation that operates as a wholly-owned subsidiary of Campbell's Soup Co. The Soulfull Project is the brainchild of four food industry veterans – a chef, food scientist, marketer and designer – from Campbell Soup Co. who were inspired to make high-quality, nutritious food more accessible to those in need while also increasing community engagement. Chip will focus his presentation on starting a social enterprise as well as the role of business in tackling local social challenges. Snacks will be provided!

REGISTER TODAY!

For more information, contact rebecca_rowe@berkeley.edu.