



Christopher Graves Founder The Resonance Code

After 19 years with the major communications agency Ogilvy, Christopher Graves founded The Resonance Code. Graves was named founding President of the Ogilvy Center for Behavioral Science in 2017 after serving 12 years as Global Chairman, Global CEO, and Regional (APAC) CEO for Ogilvy Public Relations. He also served as a member of the Ogilvy & Mather Worldwide Board and Executive Committee.



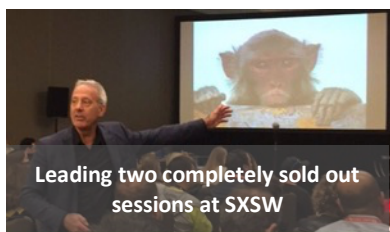
During the pandemic, Chris has supported the WHO, UNICEF, Georgetown University, the Rockefeller Foundation and many others with the behavioral science of vaccine hesitancy. He served on the NYC mayor's task force to build a new Pandemic Response Institute, and supports the mayor and chief medical officer of the city of Chicago. He worked on the core team that created the 2021 World Immunization Week campaign. Graves was named by the Milken Institute and the Rockefeller Foundation to serve as global chair of the governance and partnerships working group on a new pandemic early warning system.



Graves joined Ogilvy after two decades in media and news, including 18 years with Dow Jones & The Wall Street Journal. He also headed all news & programming for the TV networks CNBC Asia and CNBC Europe.

Christopher was awarded a prestigious Rockefeller Foundation Bellagio Residency in 2016 for his work in behavioral science in communications. He was elected life member to the Council on Foreign Relations in 2010, the most influential foreign policy think tank in the US.

Graves served two terms as chairman of the industry association, PR Council, and as a trustee of the Institute for Public Relations where he co-founded their behavioral insights initiative.

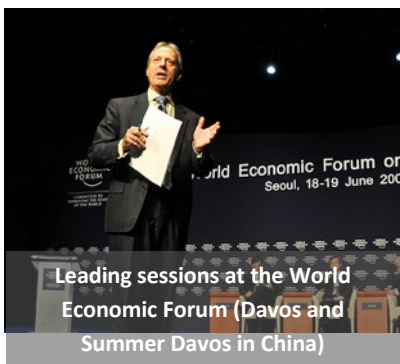


Christopher is an active and highly-rated public speaker. He appears as a guest expert on television news, and as a guest anchor on CNBC. He has chaired sessions with world leaders and CEOs at the World Economic Forum (Davos and Summer Davos in China) for more than a decade. He has also been a speaker at the United Nations, SXSW, The Clinton Global Initiative, the World Islamic Economic Forum, and has keynoted hundreds of summits and corporate meetings.

Awards include: a Rockefeller Foundation Bellagio Residency; ESOMAR (global research community) top prize for 2020-21; Marketing Research Society Grand Prix; 5 WPP Atticus Awards including the Grand Prix (for thought leadership); ICCO Hall of Fame; Campaign Asia Hall of Fame; Top 25 Innovator (Holmes Report); Agency of the Year, Asia Pacific PR Professional of the Year, Asia Pacific Consultancy of the Year; a news EMMY nomination and more than a dozen awards from The New York Film and Television Festivals and the Asian Television Awards.



Graves contributes frequently to the Harvard Business Review and was a contributing author of three McKinsey books: "Korea 2020;" and the business bestsellers "Reimagining Japan" and "Reimagining India."



Contributing author to three McKinsey books. His chapter in "Reimagining Japan" won the WPP Atticus Grand Prix Award.



Speaking at the United Nations at a special session held by UN Women.