

About Roger: Roger Burnett is founder of Social Good Promotions, a social enterprise built to teach and deliver purpose-based marketing strategies to businesses of all sizes. Roger offers a unique perspective on the many values of organizational alignment and the ways purpose capably serves as the 5th P of Marketing. Roger co-authored Red Goldfish Promo Edition: How Promotional Products Leverage Purpose to Increase Impact in 2020 with Stan Phelps and has served as the President of MiPPA's Board of Directors twice, in 2013 and again in 2019 during MiPPA's 50th Anniversary.