



Sarah Cragg

Social Mission Activism Manager, Ben & Jerry's, Asia & New Markets

Sarah is responsible for making sure Ben & Jerry's walks the talk when it comes to social mission in the region. She helps country teams to bring Ben & Jerry's values to life by working with NGOs to raise awareness of local climate and social issues, involving fans to be part of the solution. She is a social purpose policy and communications expert and has worked with multinationals and global brands, combining strong commercial experience with a deep understanding and passion for sustainability. Her focus is driving positive change inside and outside organisations and she has worked with a number of Unilever brands, agri-businesses and Virgin Unite (Richard Branson's foundation), she is also a qualified lawyer.