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M. May Seitanidi (FRSA) is Associate Professor of Strategy at Kent Business School, University of Kent, and Visiting Fellow at the International Centre for Corporate Social Responsibility (ICCSR) at Nottingham University Business School, University of Nottingham and Visiting Professor in CSR at LUISS Business School, Rome, Italy. She has published extensively on cross-sector social partnerships in academic journals as well as popular press. Her work for over 20 years, as a practitioner and academic, focused on all types of cross-sector social interactions, previously on philanthropy and socio-sponsorship and currently on social partnerships. She was the founder of the Hellenic Sponsorship Centre (1994), the magazine “Sponsors and Sponsorships” (1995). In 2007 she founded the International Symposia Series on “Cross Sector Social Interactions” organized by academics at leading universities around the world. Since 2006 she edits the “Annual Review of Social Partnerships” (ARSP) promoting cross-sector collaboration for the social good. She has served as a consultant and trainer for many private, public, and non-governmental organizations. Books include: *The Politics of Partnerships* (2010, short-listed for the SIM 2013 Best Book Award), *Social Partnerships and Responsible Business. A Research Handbook* (2014, co-authored with Andrew Crane) and *Creating Value in Nonprofit-Business Collaborations: New Thinking & Practice* (2014, co-authored with James E. Austin and received the 2014 Finalist ‘Terry McAdam’ Best Book Award Book of the Alliance for Nonprofit Management).

