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Jed Emerson is Managing Director and Chief Impact Officer with ALTi Tiedemann Global, an international, multi-family office. He has worked in the arena of purpose driven capital for over 30 years. He is co-author of the first book on [impact investing](#), as well as seven other books on impact investing and social entrepreneurship.

Emerson introduced the concept of [Blended Value](#) to describe the value we create in our lives as a blend of social, environmental and economic elements. Society asks us to choose between doing well or doing good, making money or engaging in philanthropy, working in nonprofit or for-profit organizations. This prevents us from capturing the full value and returns of not only our investments, but our companies, organizations, lives and personal purpose. [The Purpose of Capital: Elements of Impact, Financial Flows, and Natural Being](#) explores how we may bridge the divide and optimize our value potential.

Emerson is Senior Fellow with the Blended Finance Initiative at the University of Zurich, Senior Research Fellow at University of Heidelberg's Center on Social Investing in Germany and has held faculty appointments at Harvard, Stanford and Oxford universities.