



WWF *for a living planet*

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DR DAVID BRYER CMG



David Bryer graduated from Oxford University with an MA in Middle Eastern Studies and a DPhil on the Druze. He also has a PGCE from Manchester University. After a period of teaching and research in Oxford and Lebanon, he joined Oxfam in 1975 and has been involved in a number of different capacities with Oxfam in the years since then. As a staff member he first worked as field director for the Middle East, working in Lebanon during the early years of the civil war, in Israel/Palestine, Egypt and Yemen. He later coordinated the work in Africa, in 1984 became Overseas Director and from 1992 until 2001 was Director of Oxfam. In 2003 he rejoined Oxfam in a voluntary capacity as a Board member of Oxfam America and Chair of Oxfam International, the confederation of the 13 Oxfams worldwide.

David has also worked in Geneva at the Centre for Humanitarian Dialogue which is involved with peace making and the creation of humanitarian space in conflict.

He has been a member or chair of many groups involved in development and humanitarian issues, including the UN Secretary General's High Level Panel on Financing for Development in 2001.

He is currently Chair of Home-Start International, a Trustee of Save the Children UK, a member of the Council of VSO and of the Advisory Council of Wilton Park.

David now lives in Malvern, Worcestershire.

MARK CHAMBERS



Mark Chambers joined RSA Group as General Counsel and Group Company Secretary in October 2004. Prior to joining the Group, Mark led the legal team at American Express for Europe, Middle East and Africa. Before that he worked for GE holding a number of senior positions with the consumer finance and insurance businesses. Before moving in-house, Mark worked for Slaughter and May, a leading international law firm, in London and New York.

RITA CLIFTON



On graduating from Cambridge University, Rita began her career in advertising. She joined Saatchi & Saatchi in 1986 and worked with a wide range of the agency's highest profile clients – including British Airways, Procter & Gamble, 3i, Campbell's Foods, The British Army, Visa International, PowerGen, Schweppes and BT. She set up the agency's ground-breaking 'Green Unit', and co-founded The Futures Group, which looked at the impact of new technology and the new millennium on people, brands and businesses. Rita was promoted to Director of Strategy at Saatchi's in 1992, and to Vice-Chairman in 1995. In 1997, she was invited to join Interbrand, the world's leading brand consultancy and pioneer of Brand Valuation, as Chief Executive; in January 2002 she became Chairman. In her time at Interbrand, she has introduced a range of new services, including internal brand management, digital branding, brand equity tracking and brand futures. Interbrand also publishes the definitive, widely quoted annual league table of the world's 100 most valuable brands, and clients have included most of the world's leading businesses – and just about every type of organisation and sector, whether large, small or indeed not for profit.

Rita also appears regularly on a wide variety of TV programmes on business, brand, marketing and communication issues, including CNN, the Money Programme, BBC Breakfast, and Channel 4 News. She is also in great demand as a speaker at conferences around the world on subjects as diverse as innovation, leadership, corporate reputation, communicating sustainability and nation branding amongst many others. She has been a columnist for *The Observer*, *Marketing Week* and *Retail Week* and a reviewer for *Management Today* and the *Financial Times*. Her writing has included Interbrand's book 'The Future of Brands', the APG'S 'How to Plan Advertising', 'Greener Marketing' and most recently *The Economist* book 'Brands and Branding'. She has worked with Jonathon Porritt for many years on environmental and sustainability issues, most recently as a member of the Government's Sustainable Development Commission and the Sustainable Consumption Roundtable. She also sits on the Board of Advisors of the Judge Business School at Cambridge University, on the Editorial Board of the Journal of Brand Management, and on the Business Advisory Board for the Duke of Edinburgh's Award. She is a fellow of the Royal Society for Arts, a member of the Marketing Group of Great Britain, the Marketing Society, the Market Research Society, the Account Planning Group and the Institute of Practitioners in Advertising. She has chaired several industry committees, including the Code of Advertising Practice to Children. In 2006, she was appointed Visiting Professor at Henley Management College.

Rita joined the board of Dixons Group plc (now DSG international plc) as a non executive director in September 2003 and became non-executive chairman of Populus, the opinion pollster to The Times, in 2004. Her most recent non-executive appointment is with EMAP plc. She has been voted one of the 75 Women of Achievement in the fields of advertising, media and marketing over the past 75 years, and has been named in the 'Power 100' list by Marketing magazine. Rita has two teenage daughters.

COLIN DAY



Colin Day spent most of his career in the City of London and was a Director of Henderson Investors plc for many years. He has acted as non-executive Chairman and Director of a number of companies. He is a Justice of the Peace and Chairman of Anglia Ruskin University.

Colin breeds and exhibits Gloucester Cattle, one of Britain's rarest breeds.

PROFESSOR IAN DIAMOND



Professor Diamond joined the Economic and Social Research Council (ESRC) in January 2003 on an initial four-year appointment. He came from the University of Southampton where he was Deputy Vice-Chancellor. He had been at Southampton since 1980 as lecturer, senior lecturer and Professor. A social statistician, Ian Diamond's work has crossed many disciplinary boundaries, working most notably in the area of population but also in health, both in the developed and less developed world, in environmental noise and with local authorities.

Ian Diamond's research has involved collaboration with many government departments including the Office for National Statistics, the Department for International Development, the Department of Transport and the Department for Work and Pensions.

BERNARD DONOGHUE



Bernard Donoghue is Head of Government and Public Affairs at VisitBritain, formerly the British Tourist Authority, the Non-Departmental Public Body which promotes Britain abroad in order to raise the value of overseas visitor spending to the UK.

He has overall responsibility for public affairs, communications and policy advice and manages the relationship and accountability of the organisation to all of the UK's political institutions, including the devolved administrations. As Deputy Chair of the Tourism Industry Emergency Response group (TIER) he has particular experience in crisis management, having headed up the organisation's response to the outbreak of Foot and Mouth, the events of September 11th 2001 and the resulting impact of these events on the UK tourism industry and security incidents within the UK in recent years. Bernard has brought his crisis management and communications experience to a number of secondments within Government at the Foreign and Commonwealth Office and the Department of Trade and Industry. He is a member of the UK Government's Rural Affairs Taskforce.

Prior to BTA, Bernard had lobbying, campaigning and communications roles for the National AIDS Trust; Sense – the National Deafblind and Rubella Organisation; and Disability Daily, a national campaigning consortium of disability and carers' organisations, which he founded. Bernard has worked as a policy researcher and advisor in the House of Lords and Commons for various MPs and Peers, and for the Secretary-General of the Council of Europe, based in Strasbourg.

Bernard is Chair of Young@now, a youth and community development charity in London, and a trustee of Centrepoint, the youth homelessness and social inclusion charity. He is a Director of Marketing Manchester, the Tourism Society and the London International Festival of Theatre (LIFT). He is a former Chair of the British Youth Council; London Youth Matters; the Commonwealth Youth Forum; and was the first Chair of the Youth Forum of the United Nations. He is a former Trustee of the National Youth Agency, and a former member of the Electricity Consumers' Council for London. He is a member of UNICEF UK's Parliamentary Advisory Group.

Bernard is a former member of WWF UK's Marketing and Communications Advisory Group, and has been a judge of the British Environment and Media Awards (BEMAs) for the past few years.

Bernard is a Fellow of the Royal Society for the Arts (FRSA), a Member of the Tourism Society (MTS), a Member of the Chartered Institute of Public Relations (MCIPR) and lives in London.

DAVID GREGSON



David Gregson is part-time Chairman of Phoenix Equity Partners, one of the leading private equity groups in the UK. David is currently Chairman of Letts Filofax Group and of Precise Media Group, a Director of Abel & Cole, a Trustee of WWF-UK and of The Climate Group, and is a member of the Advisory Board for The Sutton Trust.

David has advised recently on two government reviews - Legal Aid Procurement and, separately, the Prison Service in England & Wales. David started his career with Ferranti and Metal Box and has nearly 25 years experience of investing in private companies. David was previously chairman of the Jane Goodall Institute in the UK, and has a degree in Maths and Physics from Cambridge University and an MBA from Manchester Business School.

PROFESSOR DAVID MACDONALD



David Macdonald is the Director of the Wildlife Conservation Research Unit (WildCRU) at Oxford University, which he founded in 1986. He is Oxford's first Professor of Wildlife Conservation, holding a Senior Research Fellowship at Lady Margaret Hall. David Macdonald's concept was, and remains, to undertake original research on aspects of fundamental biology relevant to solving practical problems of wildlife conservation and environmental management, and thus to underpin policy formation and public debate of the many issues that surround the conservation of wildlife and its habitats. From his early work on red foxes he retains a specialisation in carnivores, with an increasing emphasis on felids. He has published over 300 papers in refereed international journals, and written or edited more than a dozen books, of which the most recent is *Key Topics in Conservation Biology*.

David Macdonald has supervised over 60 successful Oxford doctorates and WildCRU has grown to be one of the largest and most productive conservation research institutes in the world. Thanks to the Tubney Charitable Trust WildCRU is now based at Tubney House just outside Oxford, and comprises a highly motivated and inter-disciplinary team of over 50 conservationists, doctoral students, field assistants, volunteers and visiting collaborators. He is committed to outreach to a wide public and has twice won the Natural World Natural History Author of the Year Award (with *Running with the Fox* and with *European Mammals*) and he is also known for his award winning TV documentaries, such as *The Night of the Fox* and *Meerkats United*.

Amongst other things he is currently a Visiting Professor at Imperial College, chair of Darwin Advisory Committee, Chair of Natural England's Science Advisory Committee and board member, a Trustee of Earthwatch Europe and WWF-UK, and council member of the Wildfowl and Wetlands Trust. He won the Dawkins Prize for Conservation and Animal Welfare in 2005, he was awarded the American Society of Mammalogists' Merriam Prize for research in mammalogy in 2006, and in 2007 The Mammal Society of Great Britain's equivalent medal. He was elected a Fellow of the Royal Society of Edinburgh in March 2008.

JOHN MANKTELOW BA FCA



John Manktelow is a graduate economist, Chartered Accountant and an ex-partner in Price Waterhouse, London. During his time at Price Waterhouse he was responsible for some of the firm's largest multinational clients and led a number of ground breaking assignments and transactions.

After nearly 20 years in the City he decided to leave the profession and pursue an entrepreneurial career culminating in 2002 in the sale of his main business interests to a US private equity concern.

He remains an active investor but has developed his charitable interests over recent years including being part of the team that purchased the famous Cruise missile base at Greenham Common, Newbury, from the Ministry of Defence restoring it back to community owned common land. A major part of the site has been designated as a Site of Special Scientific Interest.

A Londoner for most of his life, he now lives in West Sussex where he enjoys walking on the nearby South Downs. He is also a keen sailor and skier and an optimist on the tennis court.

ALBERTO PIEDRA



Bert most recently worked at Dresdner Kleinwort between September 2006 and January 2009 where he was Head of Global Banking and on the Management Committee of the Bank. Global Banking comprised the bank's advisory, corporate finance, corporate broking, corporate banking, global finance and credit asset management capabilities.

Bert previously worked at Bank of America where he was Head of European Investment Banking and earlier Head of FIG in Europe for Corporate & Investment Banking

From 1987 to 2003 he was at Goldman Sachs, latterly as Co-Head of European Banking in the Financial Institutions Group. In this time, Bert was responsible for over 50 transactions worth over \$65bn in multiple sectors and countries

He has extensive international experience working in roles and building teams in Europe, US and Latin America.

ED SMITH (CHAIR)



Ed is the former Global Assurance COO and Strategy Chairman of PricewaterhouseCoopers (PwC). He recently retired from a highly successful 30 year career with PwC where he held many leading Board and top client roles in the UK and globally as a Senior Partner. He now enjoys a portfolio of Board roles in Education, sport, thought leadership and sustainable development as well as a number of commercial interests.

Ed is Chairman of WWF-UK and a member of its International Board & Audit Committee. He is Deputy Chairman of the Higher Education Funding Council for England where he Chairs the Leadership & Governance Committee and is a member of the Enterprise & Skills and Strategic Development Fund Committees, Chairman of British Universities & Colleges Sport and a member of the Podium Board as well as a member of the Commission on the Future of Women's Sport. In addition he is a Trustee and Treasurer of The Work Foundation, a Member of Council & Treasurer of Chatham House, a Board Member of Demos as well as Deputy Chair of the Managing Partners Forum and on the Board of Opportunity Now, the leading gender campaign within Business in the Community. He has joined the Board of the Department for Transport from 1 January 2009 where he also chairs the Audit Committee and is a member of the UK Competition Commission.

He has been a regular speaker on workplace inclusiveness and gender diversity and is the joint author of a publication on the excessive burden of rules and regulation stifling innovation and creativity in UK business and society.

DAVID TAYLOR-SMITH, MBE



David Taylor-Smith is 48 years old and is married with two children. Jacqueline, his wife, is a teacher specialised in teaching severely handicapped young people.

Following university he joined the army and served in England, Germany, Northern Ireland and in Cyprus with the United Nations. Amongst other sports he represented his regiment at Bobsleighbing.

After leaving the army he ran conservation and community programmes in Zimbabwe, Panama, Chile and in Botswana for Operation Raleigh, a British non governmental organisation established by HRH Prince Charles. In 1994 he was appointed as Director of Project ORBIS, the international sight saving organisation. He was responsible for managing their programmes in Asia.

In 1996 David joined Jardine Matheson in Hong Kong where he managed their corporate communications function across 30 countries.

In 1998, he joined Securicor as the Hong Kong Managing Director and was on the board of Securicor Asia. Between 2002 and 2006 he was the Divisional Managing Director of Group 4 Securicor (G4S) Justice Services. In this role he had global responsibility for Justice Services and managed a number of companies in the USA and UK.

In 2006, he was appointed CEO, G4S Secure Solutions UK & Ireland. David is now responsible for all security services businesses in the UK, Channel Islands and Ireland. He is also responsible for Group's activities in Iraq, Afghanistan and Kosovo. These companies have a combined turnover of over £1.2 billion and employ over 35,000 staff.

David has sat on the board of several charities and is currently a trustee of WWF UK. He is a Fellow of the Royal Geographical Society and Founder the Society in Hong Kong. He was awarded an MBE in 2003 in recognition of his charitable activities overseas.

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In 2006, he was appointed as CEO, G4S Security Services UK & Ireland. In addition to maintaining his responsibility for Justice Services in the UK and USA, David is also now responsible for all security services in the UK, Channel Islands and Ireland. These companies have a combined turnover of over £550million and employ over 20,000 staff.

David has sat on the board of several charities and is currently a trustee of WWF UK and the Scientific Exploration Society. He is a Fellow of the Royal Geographical Society and Founder the Society in Hong Kong. He was awarded an MBE in 2003 in recognition of his charitable activities overseas.

VALENTIN VON MASSOW



Valentin von Massow pursues a portfolio of non-executive roles in the energy, environment and agriculture sectors after close to 20 years in management consulting with The Boston Consulting Group. He holds a PhD in Agricultural Economics from Göttingen University.

Valentin is Chairman of ADAS Group, the UK's largest independent provider of environmental consultancy, rural development services and policy advice. He co-founded Agrosolar GmbH in Germany, to promote CO₂-neutral energy generation from and for rural areas without competing for productive land. He also serves on the Boards of Thermax Ltd and Crompton Greaves Ltd in India, both active in the energy and environment sectors, and is chairman of Solarlite, a start-up for the manufacturing of solar-thermal energy generation.

Valentin has first been involved with WWF-Germany as a consultant in the mid-1990s, and advised WWF International on network organisation and development in 2004-06. He is a member of the Management Committee of the Board of Trustees at WWF-D and chairs the Programme Committee.

After work stations in Addis Ababa, Munich, Düsseldorf, London and Mumbai, Valentin and his wife and son live in London, but he maintains close links with his family farm in Northern Germany.

PROFESSOR KATHERINE J WILLIS



Kathy Willis is a Professor of Long-term Ecology in the Oxford University Centre for Environment and a Tutorial Fellow of Jesus College, Oxford. She graduated from the University of Southampton with a degree in Geography and Environmental Science and holds a PhD in Plant Sciences from the University of Cambridge. She moved to Oxford as University Lecturer in the School of Geography and the Environment in 1999. She has held Research Fellowships from Selwyn College, Cambridge, the National Environmental Research Council, and The Royal Society, London. In addition to her undergraduate teaching, Kathy is Academic Director of a Masters course in *Biodiversity, Conservation and Management* which since its initiation in 2004 has seen the graduation of over 100 students from 16 different countries. Many of these students have now gone on to work for various conservation organizations throughout the world. Kathy is also an adjunct Professor (Professor II) in the Institute of Biology, University of Bergen.

Kathy Willis' principal research is in understanding the past response of ecosystems to climate change and human impact. She is Head of the Oxford Long-term Ecology laboratory (OxLEL) which she established in 2002. Much of the work undertaken in this laboratory uses fossil records to reconstruct the response of species, families, communities and landscapes to climate change and human impact occurring on timescales ranging from 10's to 1000's years. Many of the ecosystems that we are currently trying to protect have a strong imprint on them of processes that occurred in the past. To properly manage and conserve for the future it is important to have an understanding of these processes including information on baselines, natural variability, response rates, biological invasions, and ecological thresholds. Research projects currently underway include studies in a number of conservation hotspots including sites in Africa (Congo basin, Kruger, West Tsavo), the Galapagos Islands, India (Western Ghats), Madagascar, Mexico (Sierra de Manatalan Biosphere reserve), Romania (Apusenia Natural Park) and Tenerife. <http://www.geog.ox.ac.uk/research/biodiversity/lel/>

Kathy's publications include over 80 scientific papers, 3 edited volumes, and a book on "*The Evolution of Plants*" (Oxford University Press).

She lives in Oxford with her husband and three children (aged 4, 7, and 9).

Her hobbies include singing in choirs, walking and cycling.