

**WWF-UK BOARD OF TRUSTEES
JANUARY 2008**

Rita Clifton

Bernard Donoghue

David Gregson

Professor Sir John Lawton

John Manktelow

Alberto Piedra

David Taylor-Smith

Dr Camilla Toulmin

Christopher Ward (Chairman)

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.

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 co-founded Phoenix's private equity business in 1991. When Phoenix was sold to Donaldson, Lufkin & Jenrette in 1997, David became head of its European Private Equity group. Following the buyout of Phoenix in March 2001, David became Chairman of Phoenix. Before joining Phoenix, David was a director of Globe Investment Trust, responsible for its private equity activities and has over 20 years experience of investing in private companies. David started his career by working for Ferranti and for Metal Box.

David is also Chairman of The Jane Goodall Institute in the UK, an Advisor to The Sutton Trust, a Trustee of The Climate Group, and was an advisor to the Carter Review into Legal Aid Procurement, which reported in July 2006. David has a degree in Maths and Physics from Cambridge University and an MBA from Manchester Business School.

PROFESSOR SIR JOHN LAWTON, CBE, FRS



John Lawton is an ecologist, entomologist and passionate natural historian. He is currently the Chairman of the Royal Commission on Environmental Pollution. He was Chief Executive of the Natural Environment Research Council from 1999 until 2005. John was educated at University College and the Department of Zoology in the University of Durham, where he did his PhD. From 1968 until 1971 he was Departmental Demonstrator in Animal Ecology at Oxford University and Lecturer in Zoology at St Anne's and Lincoln Colleges. He moved to the Department of Biology at the University of York in 1972 and was progressively Lecturer, Senior Lecturer, Reader and Professor. John left York in 1989 to establish the Centre for Population Biology at Silwood Park in the Imperial College of Science, Technology and Medicine, and was Director of the CPB until 1999, when he moved to NERC.

John currently holds Honorary Professorships at ICSTM and the University of York, and has honorary degrees from the Universities of Aberdeen, Birmingham, East Anglia, Lancaster and York, and the Fellowship of ICSTM. He is an Honorary Life Fellow of the Royal Entomological Society.

John was a member of the Royal Commission on Environmental Pollution between 1990 and 1996. He is currently a Vice President of both the RSPB and the British Trust for Ornithology, and was Chairman of RSPB Council between 1993 and 1998. He is currently President of the British Ecological Society.

John has been awarded numerous national and international prizes for his scientific work, including the President's Gold Medal of the British Ecological Society (1987), the Society for Conservation Biology La Roe Award (2002), the Japan Prize for Conservation of Biodiversity (2004), and the Ramon Margalef Prize for Ecology and Environmental Science (2006).

He has published over 320 scientific articles and has edited/written five books.

John was elected a Fellow of the Royal Society in 1989, awarded the CBE in 1997 and knighted in 2005.

He is married to Dot and has two grown up children and five grandchildren. In his recreational time he enjoys bird watching, botanising and bug-hunting, natural history photography, travel, gardening, walking and recovering from playing with his grandchildren.

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 joined Dresdner Kleinwort in September 2006 as Head of Global Banking. This division comprises the bank's advisory, investment banking, corporate banking, structured finance, 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

DAVID TAYLOR-SMITH, MBE



David Taylor-Smith is 45 years old and is married with two children.

Following university he joined the army and served in England, Germany, Northern Ireland and in Cyprus with the United Nations.

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. 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 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.

DR. CAMILLA TOULMIN



Dr. Camilla Toulmin is Director of IIED. From 1987 to 2003 she was Director of the Drylands Programme at the International Institute for Environment & Development (IIED).

An economist by training, her work has focused on social, economic and environmental development in dryland Africa. This has combined field research, policy analysis, capacity building and advocacy, with strategic management of the programme. It has involved engaging with people at many different levels from farmers and researchers, to national governments, NGOs, donor agencies and international bodies.

IIED's Drylands Programme was set up by Camilla in 1987 and has grown into a well-established centre, carrying out a broad programme of work at different levels.

She has chaired and been a member of many committees handling research and development funds, such as ISNAR, the UK's Economic and Social Research Council, DFID's Natural Resources Systems Programme, Oxfam and Comic Relief. She is also involved in communicating ideas and information about environment and development issues through writing articles, giving talks and broadcasts.

Camilla's previous work experience was as a Researcher at the Overseas Development Institute, London, consultancies with the Livestock Policy Unit, International Livestock Centre for Africa, Addis Ababa, Ethiopia, Researcher with the International Livestock Centre for Africa in Mali, two years' field research into livestock and crop production systems in a group of Bambara farming villages in central Mali and Lecturer in economics at Ahmadu Bello University, Zaria, Nigeria. Research Assistant (stagiaire) in the EU's DG-DEV, Brussels.

University Education: Dphil (Economics) Oxford University. Doctoral thesis: *Patterns of Investment in a Sahel Village* examined by Christopher Bliss and Diana Hunt.

CHRISTOPHER WARD



Christopher Ward is co-founder and Chairman of Redwood, Europe's largest publishing agency. He founded Redwood in 1983 after a successful career in Fleet Street as a writer and editor. In 1997 he received the British Society of Magazine Editors' Mark Boxer Award for lifetime services to magazine journalism.

He first became involved with WWF in the early 1990s and was appointed a Trustee in 1994. He is a member of the Farne Islands Advisory Committee for the National Trust. He divides his life between London and his home near Jedburgh in the Scottish Borders.

He is married to the author and journalist Nonie Niese wand and has three children and two step-children.