



WWF

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Governance

# WWF-UK TRUSTEES BIOGRAPHIES

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DAVID BRYER

MARK CHAMBERS

RITA CLIFTON

COLIN DAY

IAN DIAMOND

DAVID GREGSON

DAVID MACDONALD

DAVID PHILLIPS

ALBERTO PIEDRA

ED SMITH (CHAIR)

VALENTIN VON MASSOW

KATHERINE WILLIS

## DAVID BRYER

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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

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Mark Chambers is General Counsel of WorldPay, the global payment services provider, and is a member of the Managing Board. Prior to joining WorldPay, Mark was General Counsel and Group Company Secretary of RSA Insurance Group. Earlier in his career, Mark led the legal team at American Express for Europe, Middle East and Africa and held a number of senior roles with GE in their 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.

## COLIN DAY

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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.



## IAN DIAMOND

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Professor Diamond is Principal and Vice-Chancellor of the University of Aberdeen, a position he has held since April 2010. Between 2003 and 2009 he was Chief Executive of the Economic and Social Research Council (ESRC) and, from 2004 – 2009, Chair of the Executive Group of Research Councils UK. A social statistician, Ian'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'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.





## DAVID GREGSON

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David Gregson is Chairman of Phoenix Equity Partners the leading UK private equity group, which he co-founded in 2001. Before joining Phoenix, David was a Director of Globe Investment Trust, responsible for its private equity activities and has over 25 years experience of investing in private companies. David started his career by working for Ferranti and for Metal Box.

David is currently Chairman of Precise Media Group and a Director of Letts Filofax. He is a Trustee of WWF-UK, a member of the Advisory Boards of The Sutton Trust, The Education Endowment Foundation and The Green Investment Bank, a Director of the Olympic Park Legacy Company, which is responsible for the legacy arising out of the 2012 London Games, and Chair of Crime Reduction Initiatives, a leading national social care charity. He was an advisor to the Carter Review into Legal Aid Procurement, and Lord Carter's Review of the Prison Service in England & Wales. David has a degree in Maths and Physics from Cambridge University and an MBA from Manchester Business School.

## DAVID MACDONALD

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David 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 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.

## DAVID PHILLIPS

David Phillips is the Senior Corporate Reporting Partner in the Assurance practice of PricewaterhouseCoopers LLP (PwC). He joined the firm in 1978 and became a partner in 1990. Having spent several years as a lead audit partner, he is an advisor to the Hundred Group of Finance Directors from the 100 largest UK-listed companies.

David is recognised worldwide for his thought leadership on corporate reporting and for his work to reshape the corporate reporting model to meet the needs of investors. A leading expert on effective narrative reporting and the challenges of the sustainability agenda, he is co-author of '*ValueReporting – Moving beyond the earnings game*,' a book that challenges the adequacy of the financial reporting model. Over the past decade, David has led an extensive research programme in the investment community to highlight the real information needs of investors and the shortcomings of the current reporting model.

David is the driving force behind many publications which examine the efforts of the world's leading companies to enhance their communications. He is also a founder member of the Report Leadership initiative which develops innovative ideas for enhancing corporate reporting.

More recently, David has been a key contributor to the Accounting for Sustainability initiative sponsored by the Prince of Wales and is a member of the working group of the International Integrated Reporting Committee which is making the case for a change to the mainstream reporting model to the G20. David has also worked with a number of "think and do tanks", including Tomorrow's Company (where he is a member of their governance forum) The Work Foundation and Policy



Network.

David also pioneered the PwC's Building Public Trust Awards. The awards are now in their ninth year and celebrate the commitment of the UK's largest corporations and public sector bodies to build public trust through their external communications. He a member of the firm's trust group and has recently co-authored a paper entitled "Trust - the behavioural challenged".

He is married to Caroline and has three children, Lucinda, Charlotte and Thomas. He is a trustee of Sevenoaks School and has a passion for vintage cars and skiing.

### ALBERTO PIEDRA

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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

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Ed is the former Global Assurance COO and Strategy Chairman of PricewaterhouseCoopers (PwC) where he has had a highly successful 30 year career holding many leading Board and top client roles in the UK and globally as a Senior Partner.

He now enjoys a largely philanthropic portfolio of Board roles in sustainable development, education, transport, sport and thought leadership - as well as a number of commercial interests.

He is Chairman of The Student Loans Company, Deputy Chairman of the Higher Education Funding Council for England, Chairman of British Universities & Colleges Sport and also Pro-Chancellor and Chairman of the University of Birmingham.

In addition he is a Member of Council & Treasurer of Chatham House and on the Board of Opportunity Now, the leading gender campaign within Business in the Community as well as a member of the Commission on the Future of Women's Sport. He is also a member of the UK Competition Commission.

As well as being Chairman of WWF-UK he is a member of the WWF International Board and Chairman of its Audit Committee.

## 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 CO<sub>2</sub>-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.





## KATHERINE WILLIS

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Kathy Willis holds the Tasso Leventis Chair of Biodiversity in the department of Zoology, University of Oxford, is Director of the Biodiversity Institute, Oxford Martin School and Head of the Oxford Long-term Ecology Laboratory (<http://oxlel.zoo.ox.ac.uk/>). She has been involved with research and teaching in biodiversity, conservation and management for the past 20 years at both the Universities of Oxford and Cambridge. She has worked on a number of projects examining biodiversity baselines and the processes responsible for ecosystem thresholds and resilience using both palaeoecological and contemporary ecological data. Recent work has also focused on the development of web-based decision support tools to provide a measure of ecological and biodiversity value of landscapes outside protected areas that can be used by businesses to reconcile the competing objectives of maximizing financial gains and minimizing ecological adjunct Professor in the Department of Biology, University of Bergen, Norway. She is also on the panel of advisers for Commonwealth Scholarship Commission, a trustee of the Percy Sladen Memorial Fund, an International Member on the Swedish Research Council's FORMAS evaluation panel, and a College Member of NERC. She has recently been elected to the position of Director-at-Large of the International Biogeography Society.

She was awarded the Lyell Fund for 2008 by the Geological Society of London, elected as a Fellow of the Royal Geological Society in 2009 and was made a Foreign Member of the Norwegian Academy of Sciences and Letters in 2010.