Rainforest Alliance Annual Gala Leadership Summit
New York University Stern School of Business
Kaufman Management Center, 44 West 4th Street, New York NY
Wednesday, May 13, 2015

PANELISTS & PRESENTERS

**Tasso Azevedo** – Tasso Azevedo is a forestry and climate change consultant and social entrepreneur. He was the founder and director of the Brazilian NGO Imaflora (Institute of Forest and Agriculture Management and Certification), Director of the National Forest Program at the Ministry of Environment in Brazil, the Secretary General of National Forest Commission and the first Chief & Director General of the Brazilian Forest Service. Tasso was one of the key people involved in the design and implementation of Brazil’s National Plan to Combat Deforestation in the Amazon, resulting in a more than 75 percent decline in deforestation in the region, as well as the Amazon Fund and the identification of Brazil’s targets to reduce greenhouse gas emissions. Tasso graduated from the School of Agriculture at the University of São Paulo and also serves as a board member of Imazon, Imaflora, Planeta Sustentável and the REDD Task Force. He also teaches post-graduate programs at the Fundação Instituto de Administração, Fundação Getulio Vargas, Pontifícia Universidade Católica, Fundação Don Cabral and UniEthos.

**Raphael Bemporad** - Raphael Bemporad is co-founder and principal at BBMG, a New York-based brand and innovation consultancy dedicated to creating brands of enduring value. An expert in brand strategy, innovation strategy, CSR, cause marketing and public affairs, Raphael is a passionate champion for a new approach to business that harnesses sustainability and social purpose to create shared value. “Sustainable brands are leading the way from a ‘what’ marketplace based on commodities to a ‘how’ paradigm based on shared values and meaningful relationships.”
Raphael has designed consumer and nonprofit brands, launched national campaigns, drafted public policy and managed communications for local, state and federal elected officials. His recent clients include adidas, Aveda, Disney, eBay, Johnson & Johnson, L’Oréal Paris, MillerCoors, NBCUniversal, Nestlé, Samsung, Target and Walmart.
Bruce S. Buchanan – Bruce Buchanan is the Director of the NYU Stern School Business & Society Program, and the C.W. Nichols Professor of Business Ethics. In his current positions, Professor Buchanan coordinates and teaches courses in professional responsibility, leadership, statistics, and marketing strategy. Professor Buchanan has been with NYU Stern for over 30 years. His primary areas of interest include standards of truth in advertising substantiation, professional ethics in business, corporate governance, and marketing research. His publications have appeared in *Marketing Science*, *Journal of Marketing Research*, *Psychometrika*, *Journal of Mathematical Psychology*, *Harvard Business Review* and other journals.

Marcelo Strufaldi Castelli – Marcelo Castelli has been the Chief Executive Officer (CEO) of Fibria, the global leader in the production of bleached eucalyptus pulp, since July 1st, 2011. Previously, Castelli was the company’s director of Forestry, Paper, Strategy and Supplies. With more than 25 years’ experience in the pulp and paper sector, Castelli has held positions of leadership in a number of different areas at major companies in the sector, such as Aracruz and Votorantim Celulose e Papel (VCP). At Fibria, he headed the Integration Project and was responsible for developing the conceptual and administrative guidelines for the new company that was formed by the merging of the two operations. Castelli joined VCP in 1997 and held various posts, including environmental manager, general manager of the Jacareí mill and operational director. He had previously worked at Suzano, Bahia Sul and Aracruz. He graduated in mechanical engineering from the University of Mogi das Cruzes and has a post-graduate degree in business administration from FASP (Associated Colleges of São Paulo) and an MBA from the Dom Cabral Foundation, as well as diplomas from courses attended at the IMD business school, in Switzerland.

Sonila Cook – Sonila Cook is a Partner in Dalberg’s New York office, and leads Dalberg’s Environment Practice. She advises leading foundations, multilateral organizations, government agencies, companies, and NGOs in the areas of strategy, organizational effectiveness, and multi-stakeholder partnerships. Sonila’s work in sustainability includes sustainable agriculture, renewable energy, sustainable cities, sustainable fisheries, and sustainable tourism. For example, she supported New York City with its engagement of residents to combat climate change and improve environmental quality; advised a large foundation on the role that natural infrastructure plays in protecting urban coastal zones, assisted the US State Department in developing Haiti’s energy strategy post-earthquake; advised C40 and the Clinton Climate Initiative on the feasibility of hybrid and electric buses in Latin America; developed the business plan for an innovative technology to produce non-food biofuels; advised the Inter-American Development Bank on barriers to renewable energy investments in Central America; advised a large
foundation on opportunities to promote sustainable fisheries in China; developed a strategy for a leading NGO to address the negative environmental impact of industrial fishing in the Gulf of California; developed the pricing strategy for a membership-based sustainable tourism organization; and co-authored a report for the UN Leadership Forum on Climate Change highlighting the business perspective – from discussions with 45 CEOs and Chairmen - on the need for a strong global climate agreement.

Beyond energy and environment, Sonila has supported Human Rights Watch with the development of its 3-year strategy; advised Unilever and the UN on transformational public-private partnerships; supported the UN Foundation on the Post-2015 development agenda; and led the development of the first market-based assessment of the capacity of NGOs and multilaterals to collaborate with companies, in collaboration with The Financial Times and United Nations Global Compact.

Prior to joining Dalberg, Sonila worked for McKinsey & Company, where she served organizations in the financial, non-profit and media sectors. She holds an MBA from Columbia University and an undergraduate degree in Economics from Harvard University. Sonila serves on the Board of the Rainforest Alliance.

Richard Z. Donovan – Richard has led the Rainforest Alliance forestry programs since April 1992. Today he is also actively engaged in our agriculture and climate programs, is a member of Rainforest Alliance’s Executive Leadership Team and senior advisor/leader for multiple high profile initiatives. He represents Rainforest Alliance to the Forest Stewardship Council (FSC), the Tropical Forest Alliance (TFA) 2020, High Conservation Value Network, Consumer Goods Forum, High Carbon Stocks (HCS) Steering Group, Forest Guild, and other organizations. Richard was instrumental in the development of the FSC, as a Founding Member and Co-chairperson of the original FSC Principles and Criteria Working Group.

He is a Lead Auditor for forest management, with extensive/intensive field experience in tropical, temperate and boreal forests and Advisor to the WWF Global Forest & Trade Network (GFTN) globally and for North America. Examples of recent work include senior oversight for Rainforest Alliance’s evaluation of Asia Pulp and Paper’s (APP) Forest Conservation Policy, co-author of Rainforest Alliance’s position paper on deforestation and sustainability, and constant interaction with pulp and paper and palm oil companies and major retailers/brands on issues related to deforestation and sustainable sourcing.

Prior to Rainforest Alliance Richard was a Peace Corps volunteer in Paraguay, a natural resources specialist with ARD, Inc. (consulting firm) and field project director for World Wildlife Fund US and the Neotropica Foundation in Costa Rica. Richard has an MS in natural resources management and administration from Antioch New England Graduate School.
Michael D. Garcia – Michael D. Garcia has been President of Domtar’s Pulp and Paper division since May 2014. Mr. Garcia has management oversight and responsibility for Domtar’s manufacturing and marketing of pulp and paper. The division operates a network of thirteen mills in the United States and Canada and sells pulp and paper in more than 50 countries. Mr. Garcia has over 20 years of international management experience in paper, steel, and aluminum manufacturing and marketing on three continents. Prior to joining Domtar, Mr. Garcia was CEO of Evraz Highveld Steel & Vanadium, in eMalahleni, South Africa. Mr. Garcia holds an MBA from Harvard University’s Graduate School of Business Administration and is a graduate of the United States Military Academy in West Point, New York.

Gina Guillen - Gina Guillen began her career as a Costa Rican government employee in 2001 when she became general coordinator for the tourism division of the Ministry of Foreign Affairs. After two short years, she was promoted to general director of the international tourism division at the ministry. Six years later, Guillen left the Ministry of Foreign Affairs and continued working for Costa Rica at the Ministry of Tourism, where she held positions as senior advisor to the minister of tourism and then director of sustainable tourism. In 2011, Guillen became the legal advisor for the Permanent Mission of Costa Rica to the United Nations. In true Costa Rican fashion, Gina Guillen shares a deep passion for sustainability and is an advocate for ecotourism.

Dr. Naoko Ishii – Naoko Ishii has served as the CEO and Chairperson for the Global Environment Facility (GEF) since June 2012. Prior to that Ms. Ishii was the Deputy Vice Minister of Finance, where she was responsible for Japan’s international financial and development policies, and for its global policies on environmental issues such as climate change and biodiversity. She led the Japanese delegation at the Transition Committee for designing the Green Climate Fund. For nearly half of her career, Ms. Ishii has served in international assignments outside of Japan, including at the World Bank and the International Monetary Fund. At the World Bank, Ms. Ishii was the Country Director for Sri Lanka and the Maldives (2006-2010). She also served as the World Bank's country program coordinator for Vietnam (1997-2001), project manager at Harvard Institute for International Development (1996-1997), economist at the International Monetary Fund (1992-1995) working for Africa and Asia, as well as visiting fellow at Center for International Affairs at Harvard University (1984-1985). Ms. Ishii also taught sustainable development and environment at Keio University. She has published numerous papers and several books, two of which were awarded by Suntory Prize (1990) and Okita
Memorial Prize for International Development Research (2004). She is the inaugural recipient of the 2006 Enjoji Jiro Memorial Prize. She holds BA and Ph.D. from University of Tokyo.

**Diane Jukofsky** - As vice president of the Rainforest Alliance's Communications, Marketing and Education Division, a position she has held since May 2002, Diane Jukofsky oversees all of the organization's publications, websites and multimedia productions; media outreach and marketing efforts worldwide; as well as the Alliance's international environmental education program. Jukofsky became one of the Rainforest Alliance's first staff members shortly after she moved to Costa Rica in 1990 and co-founded the organization’s Online Communities Initiative. She also helped launch the organization’s sustainable agriculture and Adopt-A-Rainforest programs. Previously, she was a vice president at the nonprofit Scientists’ Institute for Public Information, press secretary to a member of the U.S. House of Representatives, an editor at Twin Cities Public Television and a public information officer at the National Wildlife Federation. For five years she taught an online course on Neotropical rainforests at New School University and in 2002, was elected an honorary member of Sigma Xi, The Scientific Research Society -- becoming the first representative of a nonprofit conservation organization to receive this recognition. She received a BA from Mount Holyoke College and is the author of The Encyclopedia of Rainforests, [Oryx Press, 2002] and dozens of articles about conservation and wildlife. Jukofsky has worked in conservation communications for more than 35 years.

**Jeffrey C. Milder** - Jeffrey Milder is the Rainforest Alliance’s lead scientist and chief advisor for biodiversity and ecosystem conservation. In this role, he works to incorporate best available scientific evidence into the design of sustainability standards, programs and overall strategy. He also leads Rainforest Alliance’s Evaluation & Research program, focused on evaluating the impacts of Rainforest Alliance's work and on supporting sustainable production and sourcing initiatives with robust diagnostics, monitoring, and analytics. Prior to joining the Rainforest Alliance, Jeff served as director of research for EcoAgriculture Partners, where he led efforts to develop and evaluate landscape-level strategies to increase food production, improve livelihoods and conserve biodiversity in Africa and Latin America. Jeff earned Ph.D. and M.S. degrees in Natural Resources from Cornell University and a B.A. in Earth Sciences from Harvard University.
**Francisco Ruiz-Tagle** – Francisco Ruiz-Tagle is an economist from Universidad de Chile and holds an MBA from the Anderson School of Management at UCLA. Mr. Ruiz-Tagle began working at CMPC in 1991 and has served as Deputy Chief Financial Officer of Empresas CMPC and general manager of the tissue operation of CMPC in Argentina. In 2007 he was appointed as Chief Executive of CMPC Paper Products; and since 2011, he has served as Chief Executive of CMPC Forestry & Wood Products, a company which owns over 1 million hectares of land including 675 thousand hectares of plantations in Chile, Brasil and Argentina.

**Dean A. Scarborough** – Dean A. Scarborough is chairman and chief executive officer of Avery Dennison Corporation. He has been chief executive officer since May 2005 and chairman since April 2010. In addition, he served as president from May 2000 through October 2014. Mr. Scarborough joined Avery Dennison in 1983 and served in increasingly responsible positions in the company’s label and tag converting business. In 1990, he was promoted to vice president and general manager of Label and Packaging Materials North America. Five years later, he moved to the Netherlands and led Label and Packaging Materials Europe. Returning to the U.S. in 1997, he was appointed group vice president, Label and Packaging Materials North America and Label and Packaging Materials Europe. Two years later, he was promoted to group vice president, Label and Packaging Materials Worldwide. In 2000, he was elected president and chief operating officer of Avery Dennison. He serves on the board of directors of Mattel, Inc. A native of Cleveland, Ohio, Mr. Scarborough graduated from Hiram College in Hiram, Ohio, in 1977 with a Bachelor of Arts degree, and earned a Master of Business Administration degree from the University of Chicago Booth School of Business in 1979.

**Marina Silva** – Throughout her nearly 30 years in public life, Marina Silva has been a high-profile defender of the Amazon rainforest and sustainable development. Via her work as an activist and political leader in Brazil, she has continually proven herself a committed environmental advocate. Silva has held a variety of elected posts in Brazil, including serving two terms as a senator, and she was the country’s Minister of the Environment from 2003 to 2009. She also ran for president in 2010 and since 2014, has been trying to establish Rede Sustentabilidade, a political party dedicated to building a sustainable future. Her efforts and passion have earned her more than 50 national and international honors, including the Champions of the Earth award (2007), the United Nations’ flagship environmental prize; the World Wildlife Fund’s Duke of Edinburgh Conservation Medal (2009), for her outstanding leadership in creating the Amazon Regional Protected Areas program; and Prince Albert II of Monaco’s Climate Change and Energy Award (2009), for her exemplary support of the environment and sustainable development. Last year, the Financial Times Magazine named her to its list of "Women of 2014."
**Nick Soukas** – Nick Soukas is Director of Brand Building for U.S. Ice Cream products at Unilever in the United States. Unilever is one of the world’s leading suppliers of Food, Refreshments, Home and Personal Care products with sales in more than 190 countries. In the U.S. Ice Cream category, the portfolio includes brand icons such as: Ben & Jerry’s, Breyers, Klondike, Magnum, Popsicle and Talenti. Nick is responsible for the delivery of the ice cream financial performance, consumer marketing plans and brand equity for Unilever ice cream products in the United States.

At the heart of Unilever’s global mission is the Unilever Sustainable Living Plan (USLP), which aims to double the size of the business, while reducing its overall environmental footprint and increasing positive social impact. The USLP is Unilever’s strategic response to the challenges businesses face operating in an uncertain and volatile world. Ice Cream is a major contributor to the Unilever Sustainable Living Plan, particularly in the area of sustainable sourcing behind flagship brands and ingredients, such as Breyers Vanilla.

Nick has been Director of Brand Building for U.S. Ice Cream products at Unilever for the last 3 years. Prior to this assignment, he was Brand Development Director for Unilever Personal Wash and Male Grooming products, charting the communication and innovation plans on such brands as Dove, Dove Men+Care, Axe, and Caress. During this time he was also responsible for leading Unilever’s approach to sustainability and water consumption for the Skin Care category of products. Before joining Unilever 10 years ago, Nick was a brand manager at The Procter & Gamble Company in the Hair and Oral Care categories for 6 years.

Nick is a graduate of Yale College and resides in New York City.

**Sally Uren** – Sally is Chief Executive at Forum for the Future with overall responsibility for delivering Forum’s mission to create a sustainable future. This involves working with leading global businesses, including Unilever and Kingfisher, both in one to one partnerships, and also as part of multi-stakeholder collaborations designed to address system-wide challenges, particularly in food and energy.

As well as lead the organisation, Sally oversees a small number of projects. Recent projects have included Consumer Futures, Retail Horizons (a project examining the future for US retail), and she is currently Project Director of a global multi-stakeholder consortium focused on delivering a sustainable tea value chain, Tea 2030. Sally is also involved in a wide range of Forum’s other projects, including the Net Positive Group, a collaboration with WWF and The Climate Group, Cotton 2040, a project designed to understand how to mainstream sustainable cotton, and a ground-breaking project, Scaling Up Impact, addressing practical ways of achieving collective impact at scale.

Sally acts as Chair of Kingfisher plc’s Advisory Council, is a newly appointed member of Kimberly Clark’s Sustainability Advisory Board, as well as an independent advisor on Advisory Boards for several other global businesses. She is also Chair of the Advisory Board overseeing Forum for the Future’s growing operations in the US and an Advisory Board member for Sustainable Brands.

Sally speaks regularly at international and national conferences on topics as diverse as future trends in retail and food, sustainable business models and brands, and scaling up for system change. She also
writes for a range of publications, with recent articles in the New Statesman, Huffington Post and Management Today. She is also a judge for the Observer Ethical Awards, the Guardian Sustainable Business Awards and the Queens Award for Sustainable Development. Before joining Forum in 2002, Sally set up the Sustainability Group at private consultancy Casella Stanger (now owned by Bureau Veritas). But the true passion for sustainability began a long time before that; helping clean up the Manchester Ship Canal as part of her first degree, saving heathlands for her PhD, and then encouraging rainforest regeneration in the depths of Borneo – all of which have fuelled a passion for creating a sustainable future.

Follow Sally on Twitter: @sallyuren

Daniel Weston – Daniel Weston is General Counsel and Creating Shared Value (CSV) Director at Nestlé Nespresso SA, Switzerland, the worldwide pioneer and reference in premium portioned coffee. Daniel joined Nespresso as General Counsel in April 2011 from Nestlé Health Science, bringing to the team a strong mix of legal, intellectual property and commercial management experience. He subsequently took on additional responsibility for Nespresso sustainability approach as CSV Director in January 2015. In addition to his legal background (with particular strengths in antitrust, licensing and intellectual property enforcement), Daniel also has commercial management experience, having previously led a small lifescience business as well as having negotiated major life science deals as the commercial lead. Prior to joining Nestlé in 2007, Daniel worked for Novartis (in both its pharmaceuticals and consumer health businesses) and Johnson & Johnson. He also worked for 9 months for a medical and educational NGO in Rwanda after his legal studies. Daniel is a British citizen, a Solicitor of the High Court of England & Wales and a CEDR accredited mediator. He is a graduate of Leicester University and Guildford Law School in the UK, and received his business management training from Vlerick Management School in Belgium.

Tensie Whelan – Tensie Whelan serves as the president of the Rainforest Alliance. She has been involved with the Rainforest Alliance since 1990, first as a board member, and then later as a consultant, becoming the executive director in 2000. Tensie has been working in the environmental field for more than 25 years, during which time she served as the vice president of conservation information at the National Audubon Society and executive director of the New York League of Conservation Voters. Whelan also worked as a journalist and environmental communications consultant in Costa Rica, and was the managing editor of Ambio -- an international environmental journal based in Stockholm. Prior to joining the Rainforest Alliance as its executive director, Whelan worked as a management consultant to nonprofit organizations such as the Environmental Defense Fund. Tensie serves on the advisory boards of Social Accountability International, Unilever Sustainable Sourcing Advisory Board, and Corporate Eco Forum, and is the co-chair of the steering committee of the Sustainable Food Lab. She holds a master’s degree in international communication from American University’s School of International Service and a bachelor’s degree in political science from New York
University. Tensie’s published work includes one of the first books on ecofriendly tourism, Nature Tourism: Managing for the Environment, published in 1991 by Island Press. She has been recognized as one of the “100 Most Influential People in Business Ethics” by Ethisphere for several years, including in 2011, was the recipient of the Wall Street Journal/Winning Workplaces “Top Small Workplace Award” for the Rainforest Alliance in 2008, and the James Beard Foundation leadership Award in 2012.

Charlie Wilkie – Charlie Wilkie is the SVP of Guardian Labs, the Guardian’s internal content marketing studio that offers brands the opportunity to engage with its global community. For nearly 8 years, Charlie has applied the Guardian’s extensive expertise in creating engaging and purposeful content to brand partnerships worldwide, with organisations such as SC Johnson, Ben & Jerry’s, UNICEF, Nike and Unilever. He also co-founded the globally respected Guardian Sustainable Business platform in the UK and US.

Keith Writer – Keith Writer is the Sourcing Director for tea and coffee at Bettys & Taylors of Harrogate and has overall responsibility from bush to cup through the value chain. This includes overseeing the sustainable sourcing of tea and coffee, the transportation, warehousing and the quality of the product through the factory. As a member of Taylors Leadership Team, Keith is responsible for defining and shaping the family business’ strategy in order to ensure a sustainable, ethically sourced supply of products now and for the future. Keith was inspired by his father who worked in the tea trade so, from a very young age, Keith has been surrounded by the smell, sight, people and taste of teas. After completing his BSc. in Agricultural Economics at the University of Newcastle he started in the Tea Buying profession in 1995. With over twenty years of experience Keith has travelled extensively around the world seeking out the top quality teas and coffees enjoyed by Bettys and Taylors customers, including bringing to market new organic teas, rare teas and coffees and a herbal range. Travel is integral to his job and he spends several months in the course of the year visiting suppliers worldwide, creating and sustaining strong direct relationships that are key to the business’ approach to sourcing. Keith is a past Board member of the Ethical Tea Partnership, United Kingdom Tea Council and British Coffee Association.