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## BRINDUSA BURROWS

### Profile

Experienced across industries and with multiple types of stakeholders, at ease in executive functions in large and small organisations, as well as within international networks. Strong command of strategic sustainability issues in relation to business and investment and experience in various markets. Able to provide a vision and to drive resources and teams towards implementation, within institutional structures as well as across structures, in collaborative processes. Passionate about business as a driver of social and environmental impact.

### Experience

**Visiting Fellow, Graduate Institute, Geneva, Switzerland - Sept 2021-**  
Developed an interactive Master course on SDG financing for the MINT programme, which I will teach September-December 2021.

**Founder & CEO, Ground\_Up Project (Plc.) - 2014 – present**

Set up a partnership to building pipelines of investments focused on the Sustainable Development Goals (SDG) worldwide, aligned with investment strategies and impact thesis.

- developed a systematic country approach to source pipelines of SMEs for global investors, in line with country priorities. Consulting for the United Nations office of the Director General in Geneva and involving the UN Development Program (UNDP), the UN Capital Development Fund (UNCDF), UN Global Compact and UN country resident coordinators in Ghana, Vietnam and the OECS.
  - consulted on strategy for WIPO Green platform development, focused on green innovators internationally; member of the Advisory Board of WIPO Green
  - relationship building with family offices, asset managers and HNWIs in Switzerland with the goal to systematize access to pipelines of SDG investments
  - contributing to the World Economic Forum's Sustainable Development Investment Partnership (SDIP) alongside Citi, Standard Chartered, Standard Bank and bilateral and multilateral development finance. Aligning investment opportunities with country economic and social development priorities
  - past partnerships have included: UNCTAD, WIPO Green, International Trade Centre She Trades Program, UN Foundation, UNDP-Impact Hub, GISB Santa Clara University, Yale University Centre for Business and the Environment,
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Asian Venture Philanthropy Network (Singapore), GreenCape (South Africa) and TBN (Kenya)

- leading multiple hybrid teams (in-house and from partners) across marketing, investment processes, sustainability metrics and data and information.

**Founder & Director, Ground\_Up Centre (not for profit) - 2014 – present**

Consulting and other meaningful work on sustainability. Achievements include:

- overseeing strategic and content input into the first ever sustainability strategy of the International Olympic Committee (IOC) - 2015
- set up an independent business /academia research unit focused on environmental and social business models that became a main partner in a 3-year international €4m Horizon 2020 (EU-funded) green economy research consortium with Oxford University, SciencePo Paris, Potsdam University and Barcelona UAT - 2015-2018
- executive advice (business models) to Monthly Barometer (France), a macro-predictive analysis newsletter for top investment, business and government leaders - 2018-2019
- strategic advice to Luc Hoffman Institute (Switzerland) on setting up an innovation catalyst for biodiversity and drawing up a new fundraising strategy 2019-2021.

**World Economic Forum - 2006 – 2013**

**Associate Director & Deputy Head, Green Growth**

- designed and facilitated the G-20 Green Growth Action Alliance - an inclusive multi-stakeholder program in emerging markets to deploy private finance alongside governmental and Development Finance Institutions (DFIs) and local organisations into clean energy, energy efficiency and climate-smart agriculture
  - managed Global Agenda Councils (premier thought leadership networks): Climate Change and Measuring Sustainability. Led the positioning of climate change on the business and governmental agenda during the 2008-2009 financial crisis
  - contributing author on Sustainable Competitiveness for the Global Competitiveness Report
  - high-level panel moderator, public speaking (including representing business at inter-ministerial conferences). Strategy design and team-lead content production
  - managed team members and dotted lines to other in-house teams as well as seconded from external partners
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**United Nations Economic Commission for Europe (UNECE) – 2005  
Trade Division, Timber and Forestry Programme**

Set up the first phase of a biofuel demonstration project in Northern Europe; researched wood pellet suppliers, carbon crediting and trade.

**International Federation of Red Cross and Red Crescent Societies (IFRC),  
Reach Out Refugee Protection Training Project - 2002 - 2003**

Knowledge management, training materials for refugee camps, information packages for trainers and management of team budgets. Contributor to the report of the UN Special Representative on Violence Against Women, Commission on Human Rights (2003)

**Centre for Applied Studies in International Negotiations (CASIN) - 2001 - 2002**

Coordinated training programs for civil servants from war-torn states (incl. Algeria, Kosovo, North Korea). Prepared training on WTO law and European Union institutions and functioning. Managed office and budget related functions.

**JT International, Romania and Switzerland (1996 – 2000)**

Government relations at ministerial level on issues related to commercial law, marketing and taxation. PR & media relations, speechwriting, internal and external communication strategy. Designed and implemented Corporate Social Responsibility programs.

**Education**

**Harvard University, John F. Kennedy School of Government - Feb. 2013**

Awarded a certificate of completion for the Leading Economic Growth program, Executive Education

**World Economic Forum with London School of Economics,  
Wharton Business School, INSEAD and Columbia University - 2011**

Executive Master in Global Leadership

**Graduate Institute of Development Studies, Geneva, Switzerland - 2005**

M.A. Global Ecology and Sustainable Development

**Graduate Institute of International Relations, Geneva, Switzerland - 2003**

M.A. International Relations

**Other roles, awards & affiliations**

- Member, Alumni committee, Graduate Institute, Switzerland
  - Mentor, G20 Global Infrastructure Hub innovation competition (2020-2021) - mentee start-up made top 10 finalists
  - Advisory Board member, Swiss Economic Forum Circular Economy Community (2019-present)
  - Advisory Board member, Romanian Business Leaders Foundation (2011-present) - set up the first entrepreneur-led multi-stakeholder forum in Romania
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- Advisory Board Member, World Intellectual Property Organisation WIPO Green program of innovation for sustainability
  - Advisory Board Member and contributor Moving Mountains (Eco-Villages) initiative by Michael Liebreich, Chairman, Bloomberg New Energy Finance (2015-2018)
  - Jury member (2018) - Accelerate 2030 impact ventures competition by The Impact Hub and the UNDP
  - Jury member (2018) - Global Entrepreneurship Week: Start-ups for SDGs by UNCTAD
  - Awarded the Young Alumni Award (November 2017), Graduate Institute Geneva – The award recognizes significant contributions by an individual under 40 y.o. in his or her chosen field, whether through professional achievement or community service.
  - Volunteer, Global Commons Investment Bank (2013-2015)
  - Promotion board member, Robin Cosgrove Prize for Ethics in Finance (2005-2015) recognized by the International Monetary Fund in 2014
  - Guest lecturer: Graduate Institute Geneva Executive Program on SDG Investing (2018-present); Business School Lausanne (2019), University of Geneva International Organizations MBA (2011, 2012); University of Geneva, Geneva Executive Environmental Program (2012)

#### **Founder, The Art Corner - 2013–2017**

Providing a window on global challenges through photography. Collective exhibition *Eye (I) on Humanity* (2015) at WIPO Headquarters in Geneva, hosted by WIPO Director General, Francis Gurry. Exhibited Venezuelan citizen-art organization Epix *Someone Else's Shoes* (2017) at The Graduate Institute in Geneva.

#### **Select Publications**

Articles: *How the Circular Economy can Grow*, in Radar, W.I.R.E, September 2020; *'Impact Rescue Facility' targets \$1 billion to support small enterprises in emerging markets*, Impact Alpha 25 June 2020; *Three Reasons Financial Technology Works for Green SMEs*, International Trade Forum, March 2016; *Accelerating Investment in Green Growth*, Korea Times, June 2012; *Re-imagining 21st century climate institutions*, with Morgan Bazilian, James Cameron (2011)

Book chapters: *Mainstreaming Climate Finance: Or why catalysing capital into low-carbon energy infrastructure in developing countries is a larger-than-climate finance opportunity*. In *Reframing the Problem of Climate Change. From Zero Sum Game to Win-Win Solutions*, Editors: C.C.Jaeger, K.Hasselmann, E. Henning, G. Leipold, D. Mangalagiu, and J. D. Tàbara; Earthscan, 2011

Contributing author - World Economic Forum Global Competitiveness Report: *The Long-Term View: Developing a Framework for Assessing Sustainable*

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*Competitiveness* (2011-2012), and *Assessing the Sustainable Competitiveness of Nations* (2012-2013)

Contributing author - World Economic Forum climate change and green growth reports: *Financing Green Growth in a Resource-constrained World. Partnerships for Triggering Private Finance at Scale* (2012); *Scaling up Low-Carbon Infrastructure Investments in Developing Countries*. The Critical Mass Initiative (2011); *Task Force on Low-Carbon Prosperity Recommendations to the G20* (2009); CEO Climate Policy Recommendations to G8 Leaders (2008)

Lead author - World Economic Forum Global Agenda Council on Climate Change: *Shaping an Opportunity out of Crisis* (2009) and *A Quick Start Programme Getting the Low-Carbon Economy in Gear* (2010)

### Languages

English (fluent), French (fluent), Romanian (fluent), Spanish (intermediate), Italian (basic)

### Skills

Entrepreneurship, executive management, strategy design, high-level multi-stakeholder partnerships building, communications, team leader, fundraising, platform and data structuring, start-up management, advanced computer literacy

### Personal Interests

Semi-professional photographer, contemporary and participative art (BA Creative Arts, Open College of the Arts, UK, expected 2023), golf, travel

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