

## SARAH SEVERN



Following over a decade in the advertising industry Sarah joined the Nike brand marketing team in Europe to establish their consumer insights department. A passionate advocate for environmental issues enabled her to change track in 1995 and relocate to Nike World Headquarters in Oregon as Global Director of the Environmental Action Team.

Website: [www.sarahsevern.com/about.html](http://www.sarahsevern.com/about.html)

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From 1995 to 2000 she catalyzed the introduction of sustainability into the business, from operations and supply chain through to product design and manufacturing. Following that she had a number of senior sustainability roles focused on leading environmental stakeholder engagement activity, and tracking emerging issues and futures work.

Sarah led the development of Nike's climate change advocacy strategy and initiated the BICEP coalition (Business for Innovative Climate and Energy Policy), and the ZDHC (Zero Discharge of Hazardous Chemicals) business coalition.

Sarah is currently advising Washington Business for Climate Action and the Alliance for Clean Jobs and Energy.

Current Board and Advisory Board roles:

Advisory Board member, U.S Forum for the Future, 2014 to date

Board Member, American Council for Sustainable Business