

# **Position Specification**

World Wide Fund for Nature

Global Practice Leader, Markets

## Our Client

For nearly 60 years, WWF has been protecting nature. The world's leading conservation organization, WWF works in 100 countries and is supported by more than five million citizens globally. WWF's unique way of working combines global reach with a foundation in science, involves action at every level from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature.

Through numerous initiatives, focusing on priority areas and priority species as well as systemic change, the WWF Network focuses on six major goal areas: forests, oceans, freshwater, wildlife, food, and climate & energy – and three key drivers of nature loss as well as potential solutions – markets, finance and governance. The Markets Practice aims at transforming international, regional and local markets, so goods are produced and consumed more sustainably to meet the needs of 10 billion consumers by 2050 while protecting nature.

## The Role

The ideal candidate will have the right combination of experience, competencies and personal characteristics, as described below.

## Candidate Profile

### Experience

The Markets Practice Leader is expected to have a depth of experience in developing strategies and delivering impact at the intersection of markets and conservation working in a global organization or global platform.

The desired candidate will have:

- Demonstrated results in changing corporate practices or influencing the market to improve environmental sustainability.
- Expertise in building large-scale alliances for change in sustainable development, commodity sourcing, water stewardship, energy shifts etc.
- A strong network of potential partners and colleagues from the private sector and civil society organizations to co-design and deliver solutions and initiatives for the future.
- Influenced senior leaders within large complex organisations

Thus, the Practice Leader must have the following critical qualifications / experiences:

- Environment and/or development sector expertise
- Experience in working and partnering with the private sector
- External relationship management & alliance building
- Leading multi-disciplinary teams
- Implementing initiatives at scale
- A University degree within a related field such as Business Administration (MBA), Business Management, Economics, or Marketing
- Fluency in English

**Competences**

Qualified candidates for this position will need to demonstrate the following critical competences:

- Thought Leadership and Strategic orientation – Combines deep thematic knowledge with strong strategic understanding as well as analytical conceptual thinking abilities, which result in identifying and leveraging opportunities to pursue the aspired outcomes for 2025. Possess sharp eye and judgement for opportunities and leverage points.
- Collaboration & Influencing – Creates constructive relationships with all levels of the global community and engages others to develop and pursue a common goal. Fosters cross-cultural collaboration within the organization and passionately engages with governments, business and civil society, resulting in a network of enduring partnerships with external actors. Is able to define and communicate a pragmatic plan with global impact, leveraging the full range of (modern) media. Seen as highly credible internal or external to the organization.
- Building Organizational Capability – Has strong orchestrating ability as demonstrated by success in galvanising and bringing together, while supporting, and developing, a diverse and talented global community. Thereby developing long-term capabilities of others and the organization. Leads by inspiring, catalysing and bringing together the organization's strengths.
- Results Orientation – Demonstrates an action orientation and an entrepreneurial approach to identify challenges, establish priorities, and implement viable solutions, as well as fluidity to champion evolving priorities and directions for the organization. Has demonstrated ability to achieve through mobilizing resources and tapping on talent.
- Driving Change – Is an inspirational and mobilizing change agent with knowledge of developing a globally integrated organisation; both relating to Culture/people and systems/processes. In addition, possesses strong communication skills to build on-going support for major changes. Spots, drives and promotes innovation in part of the organization to continuously evolve the organization to the next level.

**Personal Characteristics**

First and foremost, to be successful, the candidate must show an unwavering passion for Markets and conservation. The successful candidate should be an inspiring leader, strong communicator, with an engaging personality and able to motivate and energize others. The ability to inspire should come from having a palpable and contagious optimism, combined with an intrinsic gravitas and authority. In addition, the candidate should have a critical mind-set coupled with an entrepreneurial drive that allows him/her to make direct impact.

The chosen candidate also has a strong sense of integrity and honesty and a set of values and behaviours aligned with those of WWF.

**Location**

The exact location for the Practice Leader will be determined looking for the best combination of strategically right location and the right talent, however it is envisioned that the role is preferably located outside of the US.

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