

Witness profiles

Dr Chris Brown

Head of Ethical and Sustainable Sourcing at ASDA

Chris is the Sustainable Business Director at Asda. Previous to this, Chris worked in Government before joining the Meat and Livestock Commission as Beef Strategy Manager. He moved into retail as Agriculture Technologist with Marks and Spencer before Asda as Agriculture Development Manager with a remit to develop Asda's strategies and activities across all sectors of agriculture. His role has now been extended to become Head of Ethical and Sustainable Sourcing covering waste and resource management, communications and sourcing.



e-mail: chris.brown@asda.co.uk

Asda

Asda is a British-based, American-owned supermarket chain, which retails food, clothing, general merchandise, toys and financial services. It also has a mobile phone network Asda Mobile. In 1999, Asda became a subsidiary of the American retail company Walmart and today is the UK's second-largest chain by market share.



For more information about Asda and sustainability: <http://your.asda.com/sustainability>

Dr Helen Crowley

Conservation & Ecosystem Services Specialist at Kering

Dr. Helen Crowley joined Kering as the Conservation and Ecosystems Services Specialist in November 2011. Prior to Kering, Helen was Associate Director at the Wildlife Conservation Society for 11 years. She has a background in field-based conservation and development projects particularly in Africa and Madagascar, as well as market-based conservation initiatives and designing corporate-NGO partnerships. Helen has also worked as a consultant to several corporations where she was responsible for helping them implement sustainability strategies. During her tenure at Kering, Helen has been advising and supporting Kering's Luxury and Sport & Lifestyle brands with a focus on innovative cross-cutting sustainability solutions, including sustainable sourcing and manufacturing processes, to help guide the Group's overall sustainability strategy and programme implementation.



e-mail: helen.crowley@kering.com

Kering

A family-controlled, listed company, Kering is a world leader in apparel and accessories, which develops an ensemble of powerful brands. Focused on a single business, they design, manufacture and market desirable products across two fast growing segments:



Luxury: Gucci, Bottega Veneta, Saint Laurent, Alexander McQueen, Balenciaga, Brioni, Christopher Kane, McQ, Stella McCartney, Tomas Maier, Sergio Rossi, Boucheron, Dodo, Girard-Perregaux, JEANRICHARD, Pomellato, Qeelin and Ulysse Nardin.

Sport & Lifestyle: Puma, Volcom, Cobra, Electric and Tretorn

More about the Kering group can be found here: <http://www.kering.com/en/group/about-kering>

For more information about Kering and sustainability: <http://www.kering.com/en/sustainability>