



PRESS RELEASE

For Release: December 17, 2009

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Sustainable Fisheries Partnership Global Team Grows

Sustainable Fisheries Partnership (SFP) is pleased to announce new additions to its global team. New staff include: Jennifer Dianto Kemmerly, Kathryn Novak and Stephanie Strutt. Duncan Leadbitter and Blake Lee Harwood also recently joined SFP as Advisors.

Jennifer Dianto Kemmerly joined SFP as Program Manager. She is SFP's liaison to the Conservation Alliance for Seafood Solutions (CASS) as well as liaison to individual NGOs on programs of mutual interest - particularly fishery and aquaculture improvement partnerships. In addition, Jenn will be supporting our work within the U.S. foodservice sector. Jenn most recently comes from the Monterey Bay Aquarium where she developed and managed the popular Seafood Watch program. She also coordinated the aquarium's work with major business partners interested in developing and implementing sustainable seafood purchasing policies. Prior to that, Jennifer was a Senior Conservation Associate with New England Aquarium in Boston where she helped launch a sustainable seafood initiative, developed collaborative research projects with commercial fishermen and co-authored *Beyond Our Shores, Catching Fish in New England Waters*. She has an MS in Environmental Sciences from Johns Hopkins University and a BS in Education from Florida State University.

Kathryn Novak joined SFP as Sustainable Fisheries & Markets Program Manager. She is the liaison to SFP's North American retail partners and supports fishery improvement efforts in the Gulf of Mexico. Most recently, Kathryn worked as the Sustainable Seafood Program Manager at Ocean Conservancy where she was responsible for developing and managing relationships with major seafood buyers, wholesalers, distributors, and fishermen to coordinate engagement in Ocean Conservancy's fisheries initiatives in the Gulf of Mexico. Originally from Saratoga, New York, Kathryn has a B.A. in Communications and Journalism from the State University of New York at Albany. She is based in Tampa, Florida.

Stephanie Strutt is SFP's Fundraising Advisor. Stephanie has a background in fundraising, grant making and project management in the environmental NGO sector. During the last twelve years, Stephanie has secured funding for the international programs of the Royal Society for the Protection of Birds (RSPB) and worked as Environment Grants Manager for the Esmée Fairbairn Foundation, one of the largest UK grant-making Trusts. She joins SFP from the UK's National Endowment for Science, Technology and the Arts (NESTA), where she managed a portfolio of grants programs supporting individuals, institutions and businesses. Stephanie studied Natural Sciences at the University of Cambridge and has a MSc in Environmental Technology (Ecological Management) from Imperial College, London.

Duncan Leadbitter serves as Technical Director to SFP. Duncan was International Fisheries Director for the Marine Stewardship Council (MSC), which he joined in 2000. In 2002, he became responsible for developing and managing the MSC's Asia Pacific region and in that



role he encouraged fisheries, the post harvest sector and consumers to become involved in the program. Previously, Duncan was Executive Director of Ocean Watch Australia, a non-profit organization that aims to protect and improve fish habitats and reduce the impacts of fishing. He has also worked for the fisheries agency in New South Wales, Australia as a habitat/conservation manager and in the private sector as an environmental consultant. He was also Deputy Director of the Australian Seafood Industry Council and held a number of positions on federal and state based natural resource and biodiversity advisory councils.

Blake Lee-Harwood is Advisor to SFP on matters relating to feed fisheries and sustainable animal feeds. He has both a BSc and MSc in biological sciences and has worked in senior positions for most of Britain's environmental campaigning groups. Lee-Harwood worked as the head of the Industry Campaign at Friends of the Earth for several years and subsequently went on to work as a senior communicator for the Royal Society for the Protection of Birds, a television producer, and a media director on development issues. He spent the period 1999 – 2007 at Greenpeace UK as Campaign Director developing national and international advocacy strategies around climate change and sustainable development. In addition to his role at SFP, Lee-Harwood still advises governments, businesses and charities on sustainability and communications issues.

The mission of the Sustainable Fisheries Partnership is to maintain healthy ocean and aquatic ecosystems, enhance fishing and fish-farming livelihoods and secure food supplies.

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