

## **Alyssa Jade McDonald-Bärtl**

Managing Director, BLYSS GmbH, Berlin

### Personal data:

Born on: August 14, 1979

### Education:

Master of Philosophy – Environmental Science (Research), University of Sydney, Australia

Bachelor of Arts – Journalism Queensland University of Technology Brisbane, Australia

Diploma of Fitness, Australian Institute of Fitness Brisbane, Australia

### Professional career:

Since July 2024:

Board Chair World Fish (2020-2024 Vice Chair)

2020 – 2024:

Board Member, CGIAR System, Montpellier, Occitanie, France

2015 – 2021:

Board Member, Bundesverband Nachhaltige Wirtschaft (BNW) e.V., Berlin, Germany

since 2010:

Founder and Managing Director of BLYSS GmbH, Berlin, Germany

2016 – 2019:

Board Member, Ecopreneur.eu, European Sustainable Business Federation, Brussels, Belgium

2007 – 2010:

Head of International Communications, Deutsche Telekom AG, Bonn, Germany

2004 – 2007:

International Brand Manager, T-Systems, Frankfurt am Main, Germany

2001 – 2003:

Communication and Change Manager, Energex, Brisbane, Australia

1999 – 2000:

Media Relations Officer, SOCOG: Sydney Organising Committee for the Olympic Games, Sydney, Australia

1997 – 1999:

External Communications Officer, Queensland University of Technology (QUT), Queensland, Australia

Additional supervisory board seats or seats on comparable control committees:

International Centre for Living Aquatic Resources Management (World Fish)

International Food Policy Research Institute, USA

International Center for Agricultural Research in the Dry Areas, Lebanon

International Rice Research Institute, Philippines

International Water Management Institute, Sri Lanka

International Potato Center, Peru

International Livestock Research Institute, Kenya

International Institute of Tropical Agriculture, Nigeria

AfricaRice, Côte d'Ivoire

Greenpeace, Australia