

ADVISORY BOARD MEMBERS



Founder of Gardevärn
Based in Sweden 🇸🇪

Saga Gardevärn

Saga is a founder of Gardevärn, an event service agency. Some of her clients include Spotify, Google, IO Interactive, and WorldPride. She has an extensive background in public event management, sponsor relations, marketing, and animal welfare nonprofits. She is resourceful, with a touch of sales DNA, and has a way of working with a variety of budgets.



**Climate and Food Director
at United Nations Foundation**
Based in Canada 🇨🇦

Lasse Bruun

Lasse is a food systems and climate change expert and an accomplished thought leader on protein diversification and social justice. With over 20 years of experience in leadership, policy, advocacy, and collective impact, he is also a governance professional with long experience in international institutions. He is currently the UN Foundation's Director for Climate and Food and a Senior Advisor to the FAO.



Animal Welfare Institute
Based in the United States 🇺🇸

Joanna Grossman

Joanna Grossman, Ph.D., works as a lobbyist and leads the equine program at the Animal Welfare Institute in Washington, DC. She was previously the organization's federal policy advisor, advocating for a wide range of animal protection issues on Capitol Hill. Her writings and work have been featured in or covered by numerous media outlets. While completing her doctorate, she worked on legislation that impacts animal welfare at the Humane Society of the United States, the American Society for the Prevention of Cruelty to Animals, and for Congressman Jim Moran, a former chair of the Animal Protection Caucus. In addition to serving on Sinergia Animal's advisory board, Joanna sits on the steering committee for the Homes for Horses Coalition and serves on the advisory board of Predator Defense. Joanna received her B.A. from Princeton University and holds a master's degree from the University of Oxford (where she studied as a Fulbright Scholar) and a Ph.D. from Harvard University.

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**Veterinary Receptionist
at IVC Evidensia**

Based in Northern Ireland,
United Kingdom 

Kirsty McCalden

Kirsty has an academic background in Animal Behaviour and Welfare, as well as Psychology. She is passionate about using this to contribute to changing animal welfare norms worldwide, in particular supporting transparent conversations about human behaviour, and how real change can be achieved. An ongoing presence in various related fields including: food retail, animal rescue, veterinary, and TNR; assists Kirsty in understanding the realities and barriers in society.



**Senior Consultant and Quality
Manager at AKRA TEAM**

Based in Canada 

Lawrence Yeh

Lawrence is a medical device consultant specializing in quality management systems and regulatory affairs. He is driven by a long-standing commitment to animal welfare and environmental issues, and has a particular interest in how regulated innovation in medical and food technology can create meaningful, scalable impact.

Earlier in his career, Lawrence worked in civil engineering, construction, and environmental remediation projects, health policy, and pandemic relief efforts. Influenced by effective altruism, he pursues projects that bridge evidence and reason with ethical responsibility and effective outcomes.



**Global Senior Campaigns
Manager at CIWF**

Based in United Kingdom 

Mandy Carter

Mandy Carter is Co-Executive Director at Animal Policy International, working on animal welfare in trade law. Previously she was Campaigns Director at SAFE in New Zealand and Global Head of Campaigns at Compassion in World Farming International, where she oversaw all of the organization's global work, including the historic and successful European Citizens' Initiative campaign to ban cages for farmed animals.

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Project Manager at the Modern Agriculture Foundation

Based in Israel 

Neta Rosenthal

Neta Rosenthal cares deeply about animal protection, climate action, and social justice. She is currently Operations Manager at The Good Food Institute (GFI) Israel, acts as a member of the Board of Directors at Animals Now, and mentors in several Effective Altruism mentorship programs. Neta has a decade of project and operations management experience in several animal protection and alternative proteins nonprofits, most notably as the director of Challenge 22, a massive, interactive, and global plant-based support program.

Neta is a firm believer of data-driven and compassionate actions, and holds a B.A. in Political Science, Sociology, and Management from Bar-Ilan University.



Founder and President at Food Visionaries

Based in Switzerland 

Bettina Brinkmann

Bettina has a PhD in Philosophy and has worked for several international media houses and organizations such as the RTL group and the EBU in Geneva. She has been active in the field of animal welfare for over 25 years, including being previously on the board of KAG Freiland, co-founding a think tank for a transformation of the food system, and she is current co-president of the Global Animal law Association in Switzerland. She is now developing a global streaming service for children with edutainment content and co-developing a methodology to bring animal welfare into the corporate world.