

ADVISORY BOARD MEMBERS



**Founding partner at
Blackwater group and
Founder at TEDxMalmö**

Based in Sweden 🇸🇪

Saga Gardevärn

Saga Gardevärn currently works with the world's biggest TEDx conference, a space that she has solely devoted to spreading and encouraging veganism. Saga also has her own company and works connected to volunteer recruitment, event management, project leading, speaker/celebrity management. She also has an extensive background in public event management, sponsor relations, marketing, and animal welfare non-profits, meaning she is a resourceful person with a touch of sales-DNA that has ways of working around small or non-existent budgets.



Executive Director at 50by40

Based in Canada 🇨🇦

Lasse Bruun

Lasse is an advocacy expert and an experienced leader in climate and energy, sustainable agriculture, and animal rights, with 20 years of experience. Lasse's work across sectors and continents includes being a Global Project Leader at Greenpeace, an adviser in the Danish Parliament, and Head of Energy Transition at Climate Action Network (CAN). He has led high-level international dialogues, campaigns, and projects in more than 17 countries, as well as in the EU Parliament and Commission, FAO, UNFCCC, and International Whaling Commission. As a third-sector curator and intergovernmental relations specialist, he runs 50by40 and its multi-stakeholder engagement based on the principles of collective impact and systems leadership. Lasse is a postgrad in rhetoric and linguistics at the University of Copenhagen.



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) as well as a Ph.D. from Harvard University.

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Night shift Assistant for Tesco

Based in Northern Ireland,
United Kingdom 

Kirsty McCalden

Kirsty McCalden has an academic background in animal behavior and welfare and psychology. She is passionate about contributing to scientific research and all aspects of this area through her strengths in analysis and report writing. Her psychology degree also gives her the ability to support the output of publicly viewed materials in the hope of changing perceptions and behavior. Her psychology background can also aid discussions about veganism and the psychological barriers by which different individuals are held back from change by, for example, conformance to social norms. Kirsty has previously worked directly with laying hens on a project researching enrichment tools. Furthermore, she has also visited dairy and beef farms and, therefore, has a very clear picture of the issues needing to be addressed.



**Senior Policy Analyst
at Ontario Health**

Based in Canada 

Lawrence Yeh

Lawrence Yeh is a Senior Policy Analyst working on the COVID-19 pandemic response in Ontario, Canada. He has coordinated critical testing resources to help thousands of individuals determine whether they can safely continue with work, school, and daily life, and the resulting data has informed decisions to address systemic healthcare issues such as equity. He has contributed to policies and protocols for testing, as well as a newly-formed laboratory network. The current mission is to improve biosecurity infrastructure and to prevent future pandemics or enable a better response to them. His drive to have a high-impact career was influenced by an effective altruism perspective, which also introduced him to Sinergia. With previous experience in engineering and quality assurance, he is an advocate of methodical, risk-based decision-making and systemic process mapping.



**Global Senior Campaigns
Manager at CIWF**

Based in United Kingdom 

Mandy Carter

Mandy Carter works in animal rights and protection campaigns and communications. She is currently Global Senior Campaigns Manager at Compassion in World Farming International and was previously Campaigns Director at SAFE in New Zealand. Some successes include working with all supermarkets in New Zealand to get them to go cage-free, securing legislative bans on cosmetic and recreational drug testing on animals, overseeing major investigations, and securing over one million signatures on a European Citizens' Initiative to ban cages for farmed animals.

ADVISORY BOARD MEMBERS



Project Manager at the Modern Agriculture Foundation

Based in Israel 

Neta Rosenthal

Neta Rosenthal is an animal rights activist, a strategic pragmatist, and a strong believer in the power of data-driven knowledge. She studies social sciences and works as a certified translator. Until recently, she has acted as the director of Challenge 22, Animals Now's online interactive vegan support program. She developed and adapted many of the specialized programs within Challenge 22 and also founded Activegan Online, Animals Now's effectiveness-oriented activism training course.



Head of Operations at 50by40

Based in the United States 

Arturo Jose Garcia

Arturo Jose (AJ) Garcia is passionate about changing our food systems as part of a just transition to mitigate the climate and health crises, and to end the exploitation of human and non-human animals and the planet. He has fifteen years of international experience and ten years in senior management, public awareness campaigns, public relations, and undercover investigations. He has been a leader in the non-profit realm for the last decade, working with animal protection organizations such as CARE (동물권단체케어), Mercy For Animals, and Animal Recovery Mission. He is Head of Operations at 50by40, Digital Services Manager at Sentient Media, and serves on the board of directors at the Aquatic Life Institute. In addition to his efforts in the non-profit realm, Arturo was head chef and general manager of Huggers, a plant-based restaurant in Seoul, South Korea. He is also a podcast enthusiast, which led him to create and host the Woke Stutter Podcast to chat with leaders and change-makers about animal protection, social justice, food justice, and how we can do better internally as a movement.