

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) and 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 medical device consultant, helping stakeholders in the medical device and in vitro device industry to design, certify, and produce safe and effective devices. His personal goal is to enable a landmark or revolutionary development in regulated fields like medical and food technology that leads to meaningful improvement in biosecurity and animal welfare. He attributes this desire to a connection with effective altruism. Lawrence spent many of his younger years as a student activist, organizing school-wide campaigns and events on climate change and other environmental concerns. He studied civil engineering and worked on environmental remediation projects before moving into the medical device sector. During the COVID-19 pandemic, he coordinated testing resources in Ontario, Canada, and assisted with lab diagnostics policy as a Senior Policy Analyst.



**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.

ADVISORY BOARD MEMBERS



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.



Head of Operations at 50by40


Based in the United States 

Arturo Jose Garcia

Arturo Jose Garcia is dedicated to the transformation of our food systems as a means to address climate change and public health issues, while advocating for the fair treatment of humans, animals, and the environment. He has nearly 20 years of international experience, including 15 years in senior management, public relations, and undercover investigations. Currently, Arturo heads Digital Services and Operations at Sentient Media, while also serving on the board of directors at the Aquatic Life Institute.



Advisor and co-founder of 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.