



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Federal Department of Foreign Affairs FDFA  
Swiss Agency for Development and Cooperation SDC  
Regional Cooperation  
Division Latin America and the Caribbean

**HYSTRA**  
hybrid | strategies consulting

**e+i** | employment and  
income network



## NUTRITION, VITALITY AND SOCIAL BUSINESS BIOS OF SPEAKERS

March 18, 2015

[www.nutritionandsocialbusinesses.org](http://www.nutritionandsocialbusinesses.org)



**David Aylward** is a Senior Advisor, Global Health and Technology at Ashoka. He leads initiatives intended to increase the wellness/vitality of disadvantaged people by supporting the creation of new sustainable collaborations of citizen, public, and private organizations. Prior to Ashoka, he was the Executive Director of mHealth Alliance.



**Curt Bowen** is an Ashoka Fellow and the co-founder of Semilla Nueva, which transforms the agricultural system in Central America to help small farmers increase their income and food security and rebuild their soil. This is achieved through hands-on education and collaborative sustainable agriculture projects.



**Marlene Heeb** is a Global Programme Food Security Officer at SDC, which advocates for a world free of hunger and malnutrition by supporting smallholder farmers in making healthy food more accessible, while helping them to increase their incomes and safeguard their environment.



**Anthony Hehir** has been with DSM for 10 years and leads their global Nutrition Improvement Program, committed to the global fight against hidden hunger through the development of nutritious, safe and affordable product solutions tailored to the needs of local communities in the developing world.



**Olivier Kayser** is the founder and managing director of Hystra, which designs and implements hybrid strategies for corporations, social entrepreneurs, foundations and the public sector. Former Vice-President of Ashoka and before that, a senior partner of McKinsey, he is a board member of NGOs and two-multi billion euro multinational corporations.



**Lynnda Kiess** is head of the Nutrition and HIV/AIDS branch of the World Food Program. Lynnda has worked with non-governmental organisations, the World Bank and USAID, in development and emergency settings on nutrition, food security and community based management of acute malnutrition for 20 years.



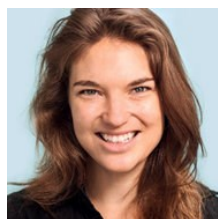
**Lucie Klarsfeld** joined Hystra in 2009 where she has led work on marketing, information and communications technology and nutrition for the “Base of the Pyramid”, directly advising companies, social entrepreneurs, foundations and aid agencies on their strategies in these sectors.



**Marie Konaté** is the CEO of PKL, the first Ivorian company to successfully introduce cereals for children age 6 to 24 months, within the critical 1,000 day period, to the local market. In partnership with GAIN, PKL improves access to high quality fortified complementary food on a sustained basis.



**Angela Marti** is the Managing director of the Swiss Re Foundation which she joined in 1992. She supports projects that benefit communities in developing countries, prioritizing the environment, social care and welfare, and children and youth.



**Melissa Menke** is the founder of Access Afya, which runs a low-cost and high-tech network of micro-clinics delivering high-quality primary care in the slums of Nairobi. Access Afya also develops Doorstep Health programs to bring direct care to people at everyday gathering places. She has been Ashoka’s Africa leader in designing the Youth Wellness initiative in schools.



**Nicolas Metro** is an Ashoka Fellow and the founder of Kinomé, which counters deforestation by converting trees and forests into a practical solution to human and economic development, improving access to water, food and health care.



**Paul Murphy** has been the Chief Executive of Valid Nutrition since 2010, a social enterprise developing and marketing innovative high nourishment foods targeted at consumers at the base of the pyramid in Africa and in Asia. Paul was formerly Chairman and Managing Director of Unilever Ireland.



**Liisa Petrykowska** is an Ashoka Fellow and the managing Director of Ignitia. She developed and empowered small farmers with an accurate and reliable weather forecast system for the tropics to help them make informed decisions on how to mitigate adverse weather patterns and to increase their yields.



**Stephanie Schmidt** serves as the Programme Director for Ashoka Changemaker Alliances in Europe. She joined Ashoka 10 years ago to launch Ashoka's Full Economic Citizenship initiative from its global headquarter in Washington DC before relocating to Mexico where she led the initiative during four years.



**Archana Sinha** leads Ashoka India's Health and Nutrition Initiative. Through Nourishing Schools, she is working with Ashoka Fellows and other stakeholders to develop young change-makers who can take charge of their own nutrition and that of their communities.



**David Strelneck** leads the agriculture and environment aspects of Ashoka's global *Nutrient Value Chain* initiative. He focuses with social entrepreneurs worldwide on farming, healthcare, environmental and business innovations built upon the linkages between bioavailable nutrition, food systems, soils and natural ecosystems.



**Marti van Liere** (PhD) is Director, Maternal, Infant and Young Child Nutrition at GAIN (Global Alliance for Improved Nutrition), based out of Geneva. Her careers spans 25 years of experience in the area of maternal and child nutrition. Prior to joining GAIN, Marti worked in private public partnerships (Unilever), policy and programming (Royal Tropical Institute), research (INSERM, France and Wageningen University).