

Curriculum Vitae: William Wyn ELLIS, Ph.D.

Name: William Wyn ELLIS
Date of birth: 26 February 1958
Nationality: Dual nationality (UK/Thai)
Civil status: Married, no children
Address: Bangkok, Thailand
Contact: M: +66 64 195 6578; E: wyn.ellis3@gmail.com
Education: B.A., M.A. (Agricultural & Forest Sciences) Oxford University, UK (1979)
M.Sc. (Tropical Agricultural Development) Reading University, UK (1982-83)
Ph.D. (Technopreneurship and Innovation Management) Chulalongkorn University (2012)
Languages: English (mother tongue); Thai (fluent spoken, fair reading); French (basic)

Professional strengths:

- 40 years in Asia and Africa serving in multi-stakeholder, multi-cultural environments across diverse technical domains including sustainable food systems, agro-innovation, standards and certification systems, organic farming, climate action and sustainable value chains.
- Track record in building stakeholder alliances and partnerships across public and private sectors, research and civil society, as well as the UN/international development community.
- Strategic thinker with strong leadership, project management and analytical competencies, combined with strong ethical values and superlative communication, project management and technical writing skills.
- Wide professional network.

Membership of professional associations:

- Thailand Organic Agriculture Foundation (former Vice-President); World Association of Soil and Water Conservation (Life Member); Tropical Agriculture Association (former SE Asia Representative).

Relevant work experience:

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| 2019-present
Global | <ul style="list-style-type: none">• Sustainable Rice Platform (SRP): Executive Director, reporting to the SRP Board.• Established SRP as an independent not-for-profit association registered in Germany and subsidiary in Thailand.• Led reform of governance, policy and administrative compliance, covering policies on gender and inclusion, anti-corruption, COI, whistleblowing, safeguarding to meet donor due diligence requirements and data privacy, resulting in acceptance as a Member of the ISEAL Alliance.• Led development and revision of the SRP Sustainable Rice Standard and Performance Indicators and launched SRP's Assurance Scheme to drive sustainable procurement in private sector value chains, including the 'SRP-Verified' on-pack label, now available in 20 EU countries, and a Low-Carbon Assurance programme.• Designed and co-managed 3-year Climate-Smart Rice Project in Myanmar (with UNEP, Helvetas and private sector partner, funded by NORAD/SDC).• Co-founded the Sustainable Rice Landscapes Initiative (with UNEP, FAO, WBCSD, IIRI and GIZ), including design of the SRLI Nature-Based Solutions Roadmap, resulting in \$70 million in GEF grants for sustainable rice projects in Asia.• Initiated dialogue on financing gaps for sustainable rice, leading to a SRP-led GEF-funded project to establish blended finance facilities for sustainable rice in Bangladesh, Cambodia and Vietnam (a 'GCF-Readiness' initiative, ongoing). |
| 2013-2019
Asia-Pacific | <ul style="list-style-type: none">• UN Environment: Coordinator, Sustainable Rice Platform. Established and managed SRP as a global multi-stakeholder membership initiative, showing growth from 12 to 110 institutional members covering all major stakeholder groups. Managed Secretariat hosted by UNEP, including transition to an independent legal entity in 2019.• Provided programme/technical leadership and developed funding proposals with UNEP for GEF/LDCF/GCF and other agencies. Led private-public partnership development, multi-country pilot field programme, donor and stakeholder outreach, fundraising, policy and supply chain incentive mechanisms and communication strategy. Conceptualized (with Helvetas) and co-managed a 6-year Water Productivity Project in India/Pakistan (SDC funded). Member of UNEP Sustainable Food Systems Team.• Led collaborative development and launch of world's first voluntary Rice Sustainability Standard and Performance Indicators linked to SDGs, including indicators related to food and nutritional security, livelihoods, climate change, water scarcity, gender and worker rights. |

Managed stakeholder consultations and multi-country field validation by partner agencies, and development of data collection tools and training in cooperation with GIZ and IRRI. Brokered innovative value chain partnerships for sustainable rice and developed SRP's retailer engagement strategy.

- 2011-2013
Thailand
- **Independent consultant:** selected short-term assignments as follows:
 - Aquaculture certification, Thailand (FAO)
 - Ag sector regulatory environment (private client), Thailand
 - ASEAN megacity innovation systems (IDRC) (5 ASEAN countries)
 - Project Coordinator / Core Researcher, Chulalongkorn University, Bangkok. Secured CAD \$1 million funding and coordinated the project's research on innovation policies in 6 ASEAN megacities in collaboration with leading universities across the ASEAN region. Co-authored book ('Innovation Systems in Southeast Asia') published as one of project outputs.
- 2011-2012
Thailand
- **Consultant, Overseas Development Institute, UK.** Prepared Country Report for Thailand, analyzing private sector role in development. The report formed part of ODI's input to the Global Development Platform for Rural Development (Aid Effectiveness). Presented findings to multi-donor conference at FAO Rome, January 2012.
- 2011:
Thailand /
GMS
- **Regional Cooperation Specialist and Team Leader, Asian Development Bank.** Coordinated ADB Core Agricultural Support Programme for the GMS, focusing on climate change adaptation / mitigation, food safety/certification, SPS and trade facilitation. Formulated TA proposals and TORs for donor financing and liaised with bilateral donors/development partners.
- 2007-2011
Thailand
- **Senior Organic Agriculture Programme Adviser, GTZ-Thailand Programme on Enterprise Competitiveness.** Participated in Eco-efficiency /organic agriculture programme and national project 'Mapping and Matching Innovation in Selected Agro Sub-Sectors' to strengthen regional agro-innovation systems, in cooperation with multi-stakeholder consortia. Also prepared funding proposals on organic agriculture, sustainable consumption & production, and climate change adaptation/mitigation.
- 2008-2010
Thailand
- **Project Manager, Department of Fisheries.** Managed EU-funded Project 'Technology Transfer and Capacity Building for Development and Improvement of Thailand's Marine Shrimp Aquaculture Certification System'. Benchmarked Thai-international safety/quality standards, analyzed aquaculture accreditation/certification system, on-farm compliance, official standards, management information system, laboratory upgrading.
- 2005-2007
Thailand
- **International Affairs Manager, National Innovation Agency.** Organized international conferences (InnovAsia 2005, InnoBioPlast 2006). Provided strategic advice on organic agriculture and bioplastics value chains/National Master Plans. Liaison with overseas centres of excellence.
- 2005-2006
Thailand
- **Team Leader/Production Specialist, UN International Trade Centre (UNCTAD/WTO).** Team Leader, Technical Assistance Team implementing a EU-funded Asia Trust Fund project: 'Strengthening the Export Capacity of Thailand's Organic Agriculture'. The project's strategic recommendations were accepted by the Thai Cabinet as part of the National Master Plan for Organic Agriculture Development.

Selected publications:

World Bank-funded Social and Community Forestry Projects in India: A Critical Evaluation. MSc. Thesis, University of Reading, August 1983.

Sustainable Agriculture: A Call for Dialogue. Proceedings of the CMT International Crop Protection Conference, Beijing, 25-26 March 1999.

Knowledge Sharing and Distance Learning for Sustainable Agriculture in the Asia-Pacific: The Asia-Pacific Regional Technology Centre (with Raab & Abdon). 1st SEAMEO Education Congress, Bangkok, 26-29 Mar 2001.

Developing Capacity in Applied Biology: The Role and Application of Modern Information, Communication and Educational Technologies (with Raab & Abdon). 1st International Workshop on Biology, Hanoi, 2-5 Jul 2001.

Multisectoral Partnerships in e-Learning: A Potential Force for Improved Human Capital Development in the Asia-Pacific (with Raab & Abdon). In *The Internet and Higher Education*, Elsevier / Pergamon Press. 4: 3-4, 2001.

Implications of EU Regulations for Residues, GMO Certification and Food Traceability on Asia / China. Paper presented at 3rd China Crop Protection Biotechnology & Food Safety Conference, Beijing, 24-25 Apr 2002.

Role and Benefits of Agricultural Biotechnology for Asia. Paper presented at the Scientific Forum of the 4th Preparatory Conference for the World Summit on Sustainable Development, Bali, 28 May 2002.

Laws and Regulations for Conservation of Aquatic Biodiversity, and Policy Guidelines for Introduction of Improved Fish Breeds (with M Gupta, World Food Prize winner 2005). CGIAR Expert Consultation on Ecological Risk Assessment of Genetically Improved Fish, Dhaka, 4-8 Aug 2003.

Thailand's National Innovation Agency- Nurturing National Competitiveness. Asia-Pacific Tech Monitor, UN-ESCAP/ Asian and Pacific Centre for Transfer of Technology (APCTT), Jul-Aug 2005.

Thailand: Competitive Innovation Strategies (with Montri Chulavatnatol, eds.) (2005). National Innovation Agency: Bangkok.

Potential World Markets for Innovative Rice Businesses in Thailand. National Innovation Agency, Thailand, 2006.

Strengthening the Export Capacity of Thailand's Organic Agriculture (with Panyakul *et al.*) Final Report of UN International Trade Centre Technical Assistance Project, Aug 2006. Available at www.intracen.org.

Selected Issues in Cross-border Agricultural Trade & Investment: Commissioned paper for Asian Development Bank 4th Meeting of GMS Working Group on Agriculture, Siem Reap, 6-8 Dec 2006.

Organic Agri-business: A Status Quo Report for Thailand 2007 (with Ratanawaraha *et al.*) GTZ Programme for Enterprise Competitiveness, Sustainable Agriculture Foundation (Thailand) and GreenNet Foundation, June 2007.

No-Till Farming Systems (with Sombatpanit, Goddard, Zoebisch, Gan and Watson, Eds), WASWAC Special Publication No. 3, World Association of Soil and Water Conservation, 544pp., Jan 2008.

Potential of Cross-Border Contract Farming to Transform Agriculture in the Greater Mekong Sub-region (with Mahfuzuddin *et al.*) ASIALICS Asian Conference on Innovation Systems, Bangalore, 2-4 April 2008.

Challenges and Considerations for Planning Sustainable Biodiesel Development in the Greater Mekong Subregion (with S Sukkasi *et al.*) Renewable and Sustainable Energy Reviews 14(9), Dec 2010, pp3100-3107, Elsevier.

Does Cambodia Need Biofuels? Challenges, Opportunities and Policy Options for *Jatropha curcas*-based Biofuels (with Nivitchanyong *et al.*) World Renewable Energy Congress, 18-23 May 2009, Bangkok.

Improving Safety and Quality Standards in the Thai Shrimp Industry (with S Piumsombun *et al.*) Presented at the Agricultural Biotechnology International Conference (ABIC 2009), Bangkok, 22-25 Sept 2009.

Strengthening the Export Capacity of Thailand's Organic Sector (with A Kasterine and V Panyakul). Book chapter, in 'Looking East, Looking West'. Ed. R Haas *et al.*, Wageningen Academic Publishers, 2010.

TrendNovation Southeast (2010-2011). Editor-in-Chief for monthly newsletter on Megatrends in ASEAN countries (for Rockefeller Foundation SearchLight Programme. Articles: **Corporatization of Agriculture** (2010), **E-Traceability and ASEAN** (2011); **Chinese Diaspora in Southeast Asia: Driving growth, building virtual nations?** (2011).

Platform Knowledge Piece on the Strategic Role of the Private Sector in Agriculture and Rural Development: Thailand Country Case Study. Country Report prepared for ODI London, Nov 2011, 84pp.

Social Entrepreneurship as a Mechanism for Agro-innovation: Evidence from Doi Tung Development Project, Thailand (with A Ratanawaraha *et al.*). International Journal of Business & Social Science 3(23), Dec 2012, 14pp.

Adoption of Aquaculture Assessment Tools for Improving the Planning and Management of Aquaculture in Asia and the Pacific (with Miao W., Mohan C.V. and B. Davy. (eds.) (2013). FAO Regional Office for Asia and the Pacific, Bangkok, Thailand. RAP Publication 2013/11, 136 pp. Online at www.fao.org/docrep/019/i3438e/i3438e.pdf

Innovation Systems in Southeast Asia (2013) (with A Ratanawaraha *et al.* (Eds)). Chulalongkorn University Press, Bangkok. Published under the IDRC regional project "Enhancing ASEAN MegaCity Innovation Systems". 245pp.

Role of voluntary sustainability standards in South-South food commodity supply chains: The case of the Sustainable Rice Platform (2013). With J Lomax and B Bouman. In Meybeck, A. and Redfern, S. (2014) *Voluntary Standards for Sustainable Food Systems: Challenges and Opportunities*. Proceedings of Workshop of the FAO/UNEP UNEP-FAO Programme on Sustainable Food Systems, 11-12 June 2013, FAO Rome, pp 187-199. Online at www.fao.org/docrep/019/i3421e/i3421e.pdf

Assessing the sustainability impacts of rice cultivation (2016). In Sasaki, T. (Ed) *Achieving sustainable cultivation of rice*. Burleigh Dodds Science Publishing: Cambridge. 2016.