



Informal event on innovative sources of development finance
3 June 2010, ECOSOC Chamber (NLB)

BIOGRAPHICAL NOTES OF PANELISTS

Panel discussion 1:

“Mechanisms of innovative development financing in operation”



Mr. Cyrille Pierre

Deputy Director for Global Economic Affairs and Development
Strategy
General Directorate for Globalization, Development and Partnerships
Ministry of Foreign Affairs, France

Mr Cyrille PIERRE was appointed Deputy Director for global economic affairs and development strategy at the French Ministry of Foreign and European Affairs in March 2009 (General Directorate for Globalization, Development and Partnerships). His Department covers international economic issues (G8, G20, OECD, IFIs...), development strategies (bilateral, European and multilateral issues) and cooperation in the field of democratic governance.

Graduated from the Ecole Nationale d'Administration, the Institut d'Etudes Politiques de Paris and the University of Pantheon-Sorbonne (Public law), he became in 1997 auditor and then counselor at the French Cour des Comptes (National Audit Office, specialized in auditing the Ministry of Justice and the Ministry of Home Affairs), and was appointed Counselor to the Permanent Rep. of France to the European Union in Brussels in 2001 – Economy and Trade Division and EU-Asia relations. He joined the Ministry of Foreign Affairs in Paris in 2004 – in charge of G8 issues – special assistant to the French Sous-sherpa - and became in 2006 Head of International financial affairs division of the MFA, Economic and financial affairs Department.

He was involved in innovative financing initiatives since 2004, in particular in the framework of the leading group on innovative financing established in 2006.



Mr. Edward P. Ross
Director
Corporate Marketing, Amadeus IT Group

Eddie was appointed Director, Corporate Marketing for the Amadeus IT Group in November 2003. He is worldwide responsible for Amadeus brand strategy, corporate communication, sponsorship, advertising, promotion and web strategy, marketing research and intelligence, and the Amadeus' Executive Briefing Centres around the world.

He has contributed to the Millennium Foundation Massive Good project since its inception and is a member of the Strategic Advisory Panel on Communication.

Eddie joined Amadeus in 1996 as Manager of Advertising and Promotion before moving on to lead Amadeus marketing communication. In early 2000 he became Marketing Director of Rumbo.com, now Spain's leading online travel agency. There he led all marketing aspects for the start-up of the company. In September 2001 he returned to Amadeus, responsible for the group's internal communication.

Prior to Amadeus, Eddie worked for eight years in the advertising industry, first in London with Saatchi & Saatchi and WCRS – and latterly in Madrid at Ruiz Nicoli (EURO RSCG). He is a graduate in Business Systems Management from the City University in London.



Mr. David Ferreira
Managing Director
Innovative Finance, The GAVI Alliance

Prior to joining GAVI in March 2010, David Ferreira was the founding investment manager of Soul City Broad-Based Empowerment Company, an investment company owned by the South African non-profit organisation Soul City Institute for Health and Development Communication. David is a non-executive director of ADvTECH Ltd, a listed education company. He also served as a non-executive director of the MIU Company, which provided financial and technical assistance to South African municipalities seeking to create public-private partnerships.

David was a founding shareholder and director of Praxis Capital, a private equity business focused on South Africa's healthcare and education sectors. Before Praxis, David's background was largely in project and corporate finance. From 1996-97, he established and managed the Private Sector Investments Unit of the Development Bank of Southern Africa. At the World Bank (1992-96), David helped to design new financial instruments to enable governments in Asia and Latin America to attract private financing to infrastructure projects.

David started his career in South Africa in 1984 as a human rights and labour lawyer. From 1988-91 he was with the US law firm Davis Polk & Wardwell, assisting clients with financings in the bank, bond and equities markets.

David is a Rhodes Scholar, with an MSc from the London School of Economics, an MA from Oxford University, and BA and LLB degrees from the University of the Witwatersrand.

David is also the Head of GAVI's Washington DC Office.



Ms. Susan McAdams
Director
Multilateral Trusteeship and Innovative Financing
World Bank

Susan McAdams heads the World Bank department responsible for multilateral innovative financing initiatives, and for financial management and trust administration of multilateral development funds, including the Global Fund to Fight AIDS, Tuberculosis and Malaria, the Global Environment Facility, the Adaptation Fund under the Kyoto Protocol, and the Heavily Indebted Poor Countries Debt Initiative. She led the World Bank's engagement in the design, negotiation and implementation of the International Finance Facility for Immunisation and of the pilot Advance Market Commitment for vaccines against pneumococcal diseases. She joined the World Bank in 1992, and acted as finance counsel with respect to the Bank's financial policy and Treasury services and transactions, and Lead Counsel for the International Development Association.

Prior to joining the Bank, Ms. McAdams was an associate at Cleary, Gottlieb, Steen & Hamilton, where her practice focused on corporate and securities law, structured finance, and asset securitization transactions. She was an associate with an international and securities transaction practice at Hamada & Matsumoto in Tokyo and Covington & Burling in Washington, DC.

Ms. McAdams received her JD and MPP degrees in 1985 from Harvard University. She received her BA *magna cum laude* from Middlebury College, and attended l'Institut d'Etudes Politiques in Paris.



Ms. Ellen F.M. 't Hoen, LL.M.
Ellen 't Hoen is the Senior Adviser for Intellectual Property
and Medicines Patent Pool at UNITAID

She is a lawyer and an expert in medicines policy and intellectual property law. From 1999 until 2009 she was the Director of Policy and Advocacy at Médecins sans Frontières' (MSF) Campaign for Access to Essential Medicines. In 2008 she was a research fellow at the IS HIV/AIDS Academy of the University of Amsterdam. She is the author of the book *"The Global Politics of Pharmaceutical Monopoly Power. Drug patents, access, innovation and the application of the WTO Doha Declaration on TRIPS and Public Health."* which was published in January 2009.

UNITAID is an innovative financing mechanism primarily based on air ticket tax levied by participating countries. UNITAID's mission is to contribute to scaling up access to treatment for HIV/AIDS, malaria and tuberculosis, primarily for people in low-income countries, by leveraging price reductions for quality diagnostics and medicines and accelerating the pace at which these are made available.

Ellen F.M. 't Hoen LL.M.
Senior Adviser IP & Medicines Patent Pool

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Panel discussion 2

“Innovative development financing initiatives under development”



Mr. Håkon Arald Gulbrandsen
Senior adviser
Multilateral Bank and Finance Section
Ministry of Foreign Affairs, Norway

Date of birth 15 March 1969
Marital status/children Married with three children

Work experience

1995-1997 Attorney at- law
1997-1999 Candidate Foreign Service, Legal department, MFA
1999-2002 Second Secretary, Norwegian Embassy, Damascus
2002-2006 Adviser, Section for Human Rights and Democracy, MFA
2006-2007 First Secretary, Norwegian Embassy, Pretoria
2007-2009 State Secretary for International Development, MFA
2010- Senior adviser, Multilateral Bank and Finance Section, MFA

Education

1988 Examen philosophicum, University of Oslo
1989-1994 Law degree
1996 Specialization in labour law
1997 Specialization in international human rights law
1997-1999 Candidate Foreign Service Course

Other appointments

1989-1993	Deputy Member of Parliament
1991-1995	Councillor
1997	Licence to practise law
2002-2006	Member of Industrial Disputes Court
2005-2006	Member of National Committee of SV



Mr. Takehiko Uemura, LL.M., M.A., Ph. D.
Associate Professor, International College of Arts and Sciences
Director, Centre for Global Programmes, Yokohama City University

Worked for the Canadian Bureau for International Education (CBIE), the Food and Agriculture Organization of the United Nations (FAO), Nara University as a full-time Lecturer, the CSR Institute as a Senior Researcher, and Chiba University as Associate Professor, prior to the current position. Teaching and research areas include: global tax, global governance, global public policy and sustainable development.

He is an expert for the Taskforce on International Financial Transaction for Development in the Leading Group on Innovative Financing for Development, a member and secretariat for the Japanese Commission for the Promotion of International Solidarity Levies (the Terashima Commission).

His recent publications include: *Potential of Global Tax*, Minerva-Shobo, 2009; *How to Solve Global Poverty*, Gendai Tosho, 2007 (both in Japanese).



Ms. Susan Durston
Associate Director
Education Programme Division, UNICEF

Susan Durston is Associate Director, Education Programmes and Global Chief of Education for UNICEF, which she came to from UNICEF's Regional Office for South Asia where she was Regional Advisor for Education.

She has spent much of her long career in the field, in the South Pacific, Africa and South Asia, working for DFID, the European Commission and UNICEF as well as hands on education work in planning, and teacher training in various contexts. Her work has included time in the health sector and also teaching in the University of Leeds, UK.

Susan's professional interest is equity and inclusion in education as well as the broader development context, and she led an agenda which included several research initiatives in education in South Asia related to this. A national of the U.K. (Wales) she is a graduate of Cambridge and London Universities in the U.K.
