

Terry Waghorn

Co-Founder and Chief Executive Officer



Terry Waghorn is a bestselling author and speaker, and a thought leader on business strategy and innovation. For much of his career, Terry served as thought leader on business strategy and corporate renewal with KPMG. He later co-founded and then subsequently sold an innovation research, tools, and service firm. He has authored The System and co-authored Mission Possible with Ken Blanchard. Terry is also a frequent contributor to Forbes.com on innovation and leadership..

Klaus Kneale

Co-Founder and Chief Content Officer



Klaus Kneale is a talented writer with a passion for social responsibility. He possesses a wide range of skills, from digital media to corporate communications. Prior to joining The Global Challenge Institute, Klaus served as the CEO

Network Editor for Forbes.com. At the same time, he led creative direction for a news and opinions page, and a private social network for C-suite executives. Klaus brings with him an extensive network of CEOs and experience helping corporations and executives tell their stories.

Matthew Ayres,

Chief Strategy and Innovation Officer

Matthew Ayres is a recognized expert in innovation, entrepreneurial growth, and scenario-based strategy development. Previously, he was Group Director of Strategy and Innovation for Lend Lease, working across a business portfolio including Property Development, Construction, and Investment Management in more than 30



countries. He has experience working across blue chip multinationals such as AMP, GE, and Associates First Capital. Matthew holds an MBA degree from the Australian Graduate School of Management (AGSM).).

Ron Gross

Chief Development Officer



Ron Gross is a business strategy specialist. He founded a publishing company as an undergraduate student and sold it 14 years later. He then worked in Institutional Equity sales and research, covering top-tier accounts in New York ,

Boston, and London. He co-founded a renewable energy company afterward. Ron has since been involved with TAG 242/ ISO 50001, an industrial energy management and efficiency standard. He is known and respected for his strategic thinking, wide base of knowledge, and relationships in the international green space.

Cheryl W. Kaften,

Chief Communications Officer



Cheryl Kaften is an accomplished communicator who has written for consumer and corporate audiences. She has worked extensively for MasterCard Worldwide, Philip Morris USA (Altria), and KPMG, and has consulted for Estee Lauder and

the Philadelphia Inquirer Newspapers. In addition, her byline has appeared in Cosmopolitan

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magazine and she has produced a syndicated radio series—"The Best of America with Dick Van Patten." Now, she plans to combine her corporate and creative experience to spread the word on behalf of Katerva.

Tyler Schaeffer
Chief Marketing Officer



Tyler Schaeffer is a passionate media champion for the isoquantic age. He devises innovative social marketing platforms that transform the way people interact with and perceive brands—delivering experiential and exponential value ex-

changes. Tyler is a media industry leader, recognized for his creativity at Foote Cone & Belding Worldwide Advertising (IPG) and MindShare Global Media Network (GroupM, WPP). He is a sought-after speaker and consultant, and a recipient of numerous industry honors.

Chan Yin
Chief Information Officer



Chan Yin has provided technical support to a number of entities, including The University of Western Ontario, and various online media companies. In this role he helped departments adopt new internet and multimedia technologies. Chan has successfully launched an online marketing con-

sulting business, generating marketing leads and retention programs through promotional and email campaigns. He continues to work with start-ups and existing companies looking to add web technology and online marketing to their operations. With extensive work in business, technology, and the Web, Chan joins Katerva with the intention of integrating his knowledge to initiate a sustainable future.

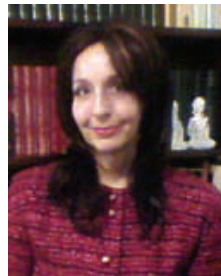
Dana Tunks,
Chief Financial Officer



Dana Tunks is a senior finance and risk management professional with global experience advising Fortune 100 companies. She is a former partner of Ernst & Young LLP, and Canadian leader of Business Risk Services. Dana's areas of

specialty include governance, world class finance, and risk management. In addition to her Global Challenge Institute responsibilities, Dana is active in her business community.

Victoria Kamsler
Director of Research and Nominee Relations



Dr. Victoria Kamsler (D. Phil Politics, Oxford) is an entrepreneur and environmental ethicist who has taught at Harvard, Wellesley, Bryn Mawr, UGA, UCSC, University of Toronto, and Princeton. She has been a Visiting Scholar at the Institute for

Advanced Study in Princeton, New Jersey, and a co-founder of Skybase, a cleantech solar aeronautics startup that pioneered a solution to the Eternal Flight Problem. She is Founder and Chair of the Biochar Offsets Group, an industry organization, now represented in 53 countries, dedicated to implementing and scaling up a new global biochar industry. A serial entrepreneur, she is now working on several new cleantech and clean energy startups.

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