

## BELINDA BRAMLEY

ACA, BA (Oxon)



**Director: Swordfish International Ltd**

**Associate Consultant: NLA International**

Environmentalist and chartered accountant focused on collaborative and holistic blue economy solutions which champion life below water

**Key skills: Financial analysis and management; business strategy and operations; research and insights; networking and cross-pollination**

**Well informed on marine science and biodiversity conservation tools and approaches and on the blue economy paradigm through experience and interests**

### RECENT PROFESSIONAL CAREER

**March 2021**

**Consultancy to ADB-funded project in Pakistan**

Providing a short analysis of the socio-economic benefits of mangroves and the potential of carbon markets to fund mangrove restoration projects, based on a selection of international case studies. To inform the design of a coastal resilience programme in the Sindh province of Pakistan.

**Dec 2019 - date**

**Associate: NLA International**

NLA International is a blue economy solutions management consultancy. Currently leading the sustainability theme of [Verumar](#). Verumar is a consortium of partners led by NLA International which supports governments to achieve SDG14: Life Below Water and sustainable blue economies by providing advanced intelligence and capacity building, allowing local teams to make use of leading satellite and other technologies for integrated sea vision.

Since January 2020 Verumar has been supporting the Bureau of Fisheries and Aquatic Resources in the Philippines to detect and combat illegal, unreported and unregulated fishing (“iUU fishing”), a significant economic, environmental and social threat estimated to cost the Philippines up to \$650m p.a. in lost gross landed catch values and \$195m p.a. in lost tax revenues.

**Author of Sustainability Plan for Verumar**

“One of the best sustainability plans seen” by the International Partnership Programme of the UK Space Agency. This is a high-level business plan for Verumar, including research and analysis on the scale of iuu fishing in the Philippines and internationally; Philippine government responses;

government and alternative funding options; potential in-country and international expansion activities and SWOT analysis of Verumar. Developed an action plan for funding the continuance of the Verumar programme to support the Philippine Government to counter iuu fishing and apply acquired intelligence capability to other maritime domain issues.

**Jan 2020 – Feb 2021    Interim COO: Ethex (part-time role)**

Ethex uses digital technology to connect individuals and communities and empower them to build resilient communities, reduce poverty and fight climate change through people powered affordable finance. Managed finance and operations for UK crowdinvesting platform Ethex, its joint venture Energise Africa and Westmill Solar Co-operative.

**Nov 2020 - date        Volunteer Coordinator of Finance Team: Rebalance Earth**

A new purpose-led start-up aiming to value and restore keystone species, support local communities, incentivise long-term protection of nature and provide businesses with transparent, traceable and trusted carbon offsets.

**June 2016 – Sep 2019    Head of Impact, Nekton (and previously Head of Finance)**

Nekton is an NGO working in partnership with Indian Ocean countries to conduct joint deep ocean science expeditions and develop local marine science capacity to inform sustainable ocean governance.

Undertook research on ten Indian Ocean countries to inform expedition planning, focussing on key scientific aspects and ecological features; emerging blue economy and marine spatial planning initiatives; political and economic priorities and capacity; and regional ocean governance developments.

Led on aspects of stakeholder engagement with expedition partners in Seychelles, including government, academic and civil society partners, to co-produce a programme supporting capacity development and local marine spatial planning.

As Head of Impact, developed and led Nekton’s capacity development and ocean governance programmes. Co-created a joint Deep Blue Grants Programme as a partnership between the Seychelles Conservation and Climate Adaptation Trust (SeyCCAT) and Nekton. Seven Seychellois researchers were funded to participate in the expedition and conduct deep water research to inform the national marine spatial plan and local conservation initiatives.

Devised and co-created the “AfOx Marine Science Fellowship” as a partnership between SeyCCAT, Nekton and the University of Oxford’s Africa Oxford Initiative. Two female Seychellois researchers were awarded visiting fellowships to Oxford University, as part of a small cohort of early-career researchers from across Africa.

As Head of Finance, co-authored Nekton’s strategy and business plan, including preparing associated budget scenarios. Managed the charity’s finances and governance. Supported the Chief Executive in all fundraising activities, including researching new opportunities; creating pitch decks and connecting Nekton with the Blue Prosperity Coalition.

- 2014 – May 2016**      **Career Break, writing**
- 2010 – 2014**      **CFO, Global Canopy Programme**  
 Global Canopy Programme (GCP) targets the market forces destroying nature. It evolved from an NGO focused on supporting rainforest canopy science to thought-leadership in the drivers of deforestation, pioneering the forest footprint concept (subsequently transferred to the Carbon Disclosure Project) and the Natural Capital Declaration project in partnership with UNEP FI.
- In the newly created role of CFO, reorganised the charity’s accounting framework, controls and reporting to the Trustees, and implemented a new online accounting system (Financialforce) with financial analysis by project and by funding source.
- 2001 – 2006**      **Treasurer (volunteer), Global Canopy Programme**  
 Supported the GCP with financial modelling and governance advice for the NGO from its formation in 2001.
- 2006 – 2010**      **Career Break, primary family carer**

**EARLIER PROFESSIONAL CAREER**

- 2004 – 2006**      **Finance Manager, University of Cambridge**  
 Supported a range of university institutions, from the Fitzwilliam Museum and the University Library to the Computing and Language Centres, in financial planning and budget management.
- 2002 – 2004**      **Financial Controller, E Jewson Services to Charities**  
 Charity investment consultants. Reported to the board on financial health and performed all accounting and office management services.
- 2001 – 2002**      **Short-term consultancy; travel to South America**
- 1999 – 2000**      **CFO, Earthwatch Institute**  
 Earthwatch connects people with scientists worldwide to conduct environmental research and empowers them with the knowledge they need to conserve the planet. Overhauled the charity’s financial processes and instigated better controls and donor reporting. Also improved the rate of gift aid recovery.
- 1995 – 1999**      **Manager, Finance and Treasury, Salomon Brothers International**  
 Managed and merged the organisation’s global exposure to currency risk, with teams in London and New York. Prior to that, responsible for supporting the European Finance Desk and accounting for their funding activity.
- 1993 – 1995**      **Manager, Dealer Support, Lloyds Bank Treasury Division**  
 Provided the bank’s derivatives desk and senior financial management with all relevant financial reports and regulatory returns.

**1992 – 1993**

**Management Accountant, Extel Financial**

Financial news services company. Reported to senior management on performance of the Data Products division, working with divisional management and a central accounting team.

**1988 – 1992**

**Assistant Manager, KPMG**

Trained as an auditor before assuming responsibility for various audit clients.

## FORTHCOMING PUBLICATION

**Due August 2021**

**Nurturing resilience and quality of life - a blue economy approach  
Chapter accepted for the Francis & Taylor Book: Quality of Life: An Interdisciplinary Perspective**

Conducted a survey and thematic qualitative analysis, with a selection of SeyCCAT's grantees, to investigate the blue economy approach through a quality of life lens.

Co-written with Angelique Pouponneau (SeyCCAT CEO) and Upeksha Hettiarachchi, a Masters Student at Duke University.

## QUALIFICATIONS AND TRAINING

- **Chartered Accountant (KPMG, 1990).**  
Member of the Institute of Chartered Accountants in England and Wales.
- Various courses including Charity Finance Group events, Corporate Finance classes
- BA Mathematics, University of Oxford (1984-87)

## PERSONAL DETAILS

- Married with two children
- I enjoy the natural world, gardening and photography
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[LinkedIn](#)