

KEVIN RABINOVITCH

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OBJECTIVE | Marry the best available environmental science with an understanding of what drives business behavior. Flip the power of capitalism from an inadvertent source of environmental harm into a deliberate force for environmental good.

WORK EXPERIENCE

MARS INCORPORATED 1994 - CURRENT

Global VP Sustainability 2017, Global Sustainability Director 2007-2017

Also Chief Climate Officer and President, Mars Wind unit

Led the creation of Mars' corporate environmental sustainability program culminating in the 2017 launch of the Mars Sustainable in a Generation (SiG) Plan. The SiG plan commits Mars to science based targets for GHGs, land use and water use covering our entire value chain. This includes translation of all external environmental science and stakeholder input into concrete business goals with strategies for delivery and internal buy in for those goals & strategies. My team of 8 is primarily responsible for corporate strategy development but we take operational leadership for our global renewable energy program.

Select Key Milestones include:

- 2017 – SiG Plan launch with 3 year investment commitment of US\$1B to:
 - reduce GHGs 27% by 2025 and 67% by 2050 from a 2015 base
 - Hold flat the total land use area of our value chain
 - Reduce water use excess to sustainable levels in our value chain 20% by 2025
- 2016 – Publish “From Doing Better to Doing Enough” with WRI laying out case and approach for extending SBTs beyond climate/GHG
- 2015 – Mars delivers 25% GHG reduction for direct operations on way to 100% reduction by 2040. Next interim reduction target of 40% by 2020 announced. Also delivered zero waste to landfill globally
- 2014-16 - Contracts signed for 100% national renewable electricity supply for Mars operations (2014-US, 2015-UK, 2016-Mexico)
- 2014 – Helped found & launch RE 100 – first US based member
- 2014 – Helped launch SBTi – the “Mars Method” is one of 7 methods recognized by SBTi
- 2011 – First assessment of environmental impacts for Mars' entire value chain
- 2010 – Start of renewables program,
- 2009 – Internal sign off on the original SiG targets for Mars' direct operations including absolute GHG reductions of 25% by 2015 and 100% by 2040 from 2007 base. This was based on IPCC AR4 guidance for staying below 2°C
- 2007 – Develop foundations of program from a blank slate

Research & Development 1994-2007, various US locations + Belgium

Director Petcare Packaging & Process Development 2003 - 2007 – led a team of 40-100 associates responsible for all packaging & process development for a

multi-billion dollar business. Also oversaw the research facility and small scale manufacturing operation.

Manager Chocolate Process Development – 2000-2003

Chocolate / Food Process Development Engineer – 1994-2000

VIRGINIA TECH 2020-

Adjunct Professor of Sustainability – Taught two semesters of Business Sustainability Applications to Online Master of Natural Resources students as well as advising independent study students

LIPSCOMB UNIVERSITY 2009-2010

Adjunct Professor of Sustainability – Taught three semesters of Sustainable Enterprise class to Sustainability MBA students

GOVERNANCE EXPERIENCE

RENEWABLE THERMAL COLLABORATIVE STEERING COMMITTEE 2017-

Worked with WWF, C2ES and others to launch the Renewable Thermal Collaborative (RTC) in 2017 to tackle the barrier to widespread corporate adoption of renewable thermal technologies. RTC has ~45 members & sponsor companies and recently received a \$10M grant to advance our work.

THE SUSTAINABILITY CONSORTIUM (TSC)

BOARD OF DIRECTORS 2013 – 2019

Strategic direction setting for a \$5M/yr organization with ~30 staff including the launch of KPIs used in over US\$200B of retailer/supplier transactions, the expansion from metric reporting into leading innovation projects and 2 CEO transitions. Included **Managing Board** 2014 – 2019+ as the lone corporate member (peer elected) on the formal fiduciary governance group for TSC.

SUSTAINABLE FOOD LAB (SFL)

ADVISORY BOARD 2011 - 2014

Strategic advisory group to SFL – supported the rollout of the Cool Farm Tool and early stages of the Cool Farm Alliance, Smallholder Performance workshops and three SFL annual summits including Learning Journeys

EDUCATION

FAIRLEIGH DICKINSON UNIVERSITY, NEW JERSEY, USA – MBA, ENTREPRENEURSHIP, 2002

PURDUE UNIVERSITY, INDIANA, USA – B.S., CHEMICAL ENGINEERING, 1998

OTHER

~25 public speaking engagements and 15-20 media interviews annually, holder of 8 US & International patents