



BAMBI SEMROC

VICE PRESIDENT, SUSTAINABLE MARKETS AND STRATEGY, CENTER FOR ENVIRONMENTAL LEADERSHIP IN BUSINESS

Bambi Semroc is the Vice President of Sustainable Markets and Strategy for Conservation International's Center for Environmental Leadership in Business. In this role, she leads the Sustainable Coffee Challenge, an industry-wide effort led by Conservation International to make coffee the first sustainable agricultural product in the world.

Ms. Semroc has been featured for her expertise in sustainable agriculture in media outlets including *Men's Journal*, *Food Tank*, *Chicago Tribune*, *Mongabay* and *Daily Coffee News*.

Prior to taking her role as a Senior Strategic Advisor, Ms. Semroc served as the Senior Director of the Conservation International's Sustainable Food & Agriculture Markets Program where she worked to engage leading agribusiness companies, retailers and consumer goods companies on sustainable agriculture programs designed to maintain critical natural capital, mitigate climate change, and increase the resiliency of farmers to shocks while maintaining productivity.

Ms. Semroc has been at Conservation International for over 15 years always focusing on the food and agriculture sector and ensuring companies have the information and tools necessary to integrate natural capital and ecosystem service considerations into decision-making processes. Throughout this time she has worked in collaboration with companies such as Starbucks Coffee Company, Walmart, McDonald's, Nestle, and The Coca-Cola Company.

Prior to Conservation International, Ms. Semroc worked as a Peace Corps Volunteer in northern Togo. She holds a master's degree in International Development from American University and a bachelor's degree in English and French from Indiana University.