

MILA ROSENTHAL

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With two decades of experience working in Asia, Africa and the U.S., I am an advocate, communicator, campaigner and leader. I have experience and success shepherding research, advocacy, and public policy for economic, social, and climate justice.

EMPLOYMENT and KEY ACHIEVEMENTS

NEW YORK ACADEMY OF SCIENCES

EXECUTIVE DIRECTOR, INTERNATIONAL SCIENCE RESERVE

| 2022-PRESENT | NEW YORK, NY |

Develop a network of open scientific communities to prepare and mobilize scientists to respond to complex global climate and health crises.

- Publicly launch the International Science Reserve with four founding partners: IBM, Google, Pfizer, and UL Solutions, with **business and specialist media coverage and digital media reach**
- Oversee recruitment of 3000+ science network members from over ninety countries representing different disciplines across physical sciences, earth sciences, behavioral sciences, and life sciences, all preparing to direct research efforts to crisis response
- Undertake large-scale scientific research readiness exercise with three crisis scenarios, **produce and disseminate white paper** on lessons learned, with bimonthly **public discussion events**

PLANET REIMAGINED

CO-FOUNDER

| 2020- PRESENT | NEW YORK, NY |

Founder and Managing Director of start-up nonprofit that runs **cutting-edge communications campaigns** through partnerships with **artists, media, and the entertainment industry**, with fellowship programs for interdisciplinary projects on climate justice, attracting researchers and advocates from countries in Asia, Africa, and the Americas

UNITED NATIONS DEVELOPMENT PROGRAMME

DIRECTOR, COMMUNICATIONS & ADVOCACY

| 2014-2021 | NEW YORK, NY |

Oversee global public policy advocacy and communications and marketing strategy for the UN's largest agency to combat poverty, inequality and climate change. Directly oversee \$7 million budget and 50 staff in nine global hubs; matrix-manage staff in 170 countries.

- Lead **major multi-country campaigns** to advance the Sustainable Development Goals for policy and programmatic impacts on poverty, gender inequality, climate justice, human rights
- Launch **signature reports** (e.g., Multi-Dimensional Poverty Index; The Heat is On: Global Climate Change Outlook; Scaling Fences: Voices of Migrants from Africa) with integrated advocacy including multi-platform outreach to government leaders, policymakers, donors, experts, activists and communities, with media, social media, events, convenings, briefings
- **Forge large-scale partnerships and funding** with entertainment, p.r. and telecoms firms (Samsung, YouTube, National Geographic, BBDO, Sony, Getty, iHeart Media) for **vivid creative campaigns** with artists, influencers and celebrity advocates driving youth engagement and activism, including: Concerts for Climate Action; Social Good Summit; Lion's Share Fund for

biodiversity (winner of 2019 Cannes Lions Marketing Grand Prix); Eyes on the Goals digital influencer video series on YouTube and Instagram; Mission 1.5° in-app program to game-ify access to climate and energy policy in 93 countries

- **Build a highly motivated and entrepreneurial team** that leads culture change in UNDP to reposition communications and marketing as essential tools of advocacy; and **create internal capabilities** on campaigning and messaging across offices and countries
- Modernize UNDP's **strategic communications and marketing** operations, staff and infrastructure: **transform digital communications** with a new global website and integrated, metrics-based social media strategy; expand into new visual platforms and multi-media storytelling; successfully pioneer digital fundraising and a branded merchandise line

CONCERN WORLDWIDE

VICE PRESIDENT, SOCIAL INNOVATION

| 2012-2014 | NEW YORK, NY |

Pioneered innovative approaches to advance women's health and economic justice. Managed \$35 million grant from the Bill & Melinda Gates Foundation to test human rights-based community-led health solutions in five countries in Asia and Africa.

- Initiated relationships with communities and coalitions **to catalyze innovation**, resulting in national scale-ups in Malawi and Tanzania and further adoption of design thinking approaches within public health and human services systems in multiple countries
- Implemented **rigorous research agenda** resulting in peer-reviewed journal articles, conference papers, technical briefings, and project manuals, to spur government and private sector take-up
- Oversaw communications for impact strategy resulting in extensive coverage in earned and social media and multi-media as well as spotlighting at public events and convenings
- Originated collaborations (e.g., Vodaphone, Royal Philips Healthcare) for **public-private partnerships and social enterprises**, such as community care microenterprise in India, medical device manufacturers in Kenya, and mobile phone firms in Ghana

HEALTHRIGHT INTERNATIONAL

EXECUTIVE DIRECTOR

| 2009-2011 | NEW YORK, NY |

Led HealthRight's work to build lasting access to health, combating discrimination and improving quality of health care for marginalized communities. Managed \$5 million budget and 130-person staff in Kenya, Nepal, Russia, Ukraine, US and Vietnam. Oversaw implementation and advocacy on HIV, TB, drug addiction, reproductive health, maternal and infant health, and mental health and trauma.

- Developed **community partnerships** to co-create programs and calls to action in six countries
- Convened **coalitions and policymakers** to advance policy goals
- Recruited, oriented and **engaged new philanthropic Board members** from finance, legal, biotech and health care industries
- Developed and accelerated **fundraising strategies** for individuals, foundations, governments, and corporations including donor cultivation and benefit events and improved grant-writing leading to 30% increase in funding over eighteen months
- Restructured **staff, strategy and budget** to ensure long-term organizational sustainability

AMNESTY INTERNATIONAL USA

DEPUTY EXECUTIVE DIRECTOR

| 2006-2009 | NEW YORK, NY |

Managed research, advocacy, and policy. Led human rights investigations, directed US government relations, and built advocacy strategies on refugee rights, women's rights, racial justice, death penalty

abolition, national security, right to health. Directed \$3.2 million departmental budget and 25 staff in NY and Washington.

- **Reorganized staff and strategy** to focus on fewer, higher-impact, longer-term campaigns and revitalize in-person and online human rights activism while maintaining strong operations and fundraising through economic downturn

AMNESTY INTERNATIONAL USA

DIRECTOR, BUSINESS & HUMAN RIGHTS PROGRAM

| **2003-2006** | | NEW YORK, NY |

Established Amnesty International USA's first Business & Human Rights program. Engaged with companies, investors, International Financial Institutions, US government and the UN and built and mobilized a **national network** of corporate accountability activists and coalition partners for grassroots action on shareholder activism, for environmental defenders affected by corporate abuse and in support of indigenous communities

HUMAN RIGHTS FIRST

DIRECTOR, WORKERS RIGHTS PROGRAM

| **2002-2003** | NEW YORK, NY |

Spearheaded research and advocacy on the development and enforcement of international labor rights standards. Served on the board of the Fair Labor Association to effect agreement on workers' rights protection and factory monitoring for brands including Nike, Reebok, and Adidas

HUMANITARIAN AND DEVELOPMENT ORGANIZATIONS

PROJECTS

| **1996-1999** | VIETNAM |

While conducting PhD research in Vietnam, evaluated and designed programs for women's employment and entrepreneurship, including for: Netherlands Development Organization; UNICEF; United Nations Industrial Development Organization

UNITED NATIONS TRANSITIONAL AUTHORITY CAMBODIA

RADIO PRODUCER

| **1992-1993** | CAMBODIA |

Reported on political and social developments, trained Cambodian journalists, and produced radio programs in the field and studio for nationally broadcast UN radio station

TEACHING AND SCHOLARSHIP

ADJUNCT PROFESSOR OF HUMAN RIGHTS

COLUMBIA UNIVERSITY | 2013 - PRESENT |

- Teach graduate level courses in economic and social rights advocacy and communications
- Supervise visiting scholars and PhD students; certified by Columbia Institutional Review Board for human subject research; serve as Principal Investigator for research projects; serve as peer reviewer for relevant journals

EDUCATION

PH.D. SOCIAL ANTHROPOLOGY

LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE, UNIVERSITY OF LONDON

| 2002 |

- Based on two years of participant-observation ethnographic research in Vietnam in a textile factory and factory dormitory, documented and analyzed women's work and family life

B.A. ENGLISH LITERATURE

COLUMBIA COLLEGE, COLUMBIA UNIVERSITY | 1990 |

PUBLIC SERVICE

BUSINESS AND HUMAN RIGHTS RESOURCE CENTRE

MEMBER, DEVELOPMENT COMMITTEE | 2020-PRESENT |

MEMBER, BOARD OF DIRECTORS | 2003-2019 |

Founding member of the US Board of global organization to advance corporate accountability; help drive strategy on supporting communities and workers to confront and engage with industries affecting their labor conditions, land rights, energy access, pollution and health

THE SHAKESPEARE FORUM

MEMBER, BOARD OF DIRECTORS | 2016-PRESENT |

Advise community organization promoting literacy and arts education for under-served communities and children living with disabilities in the poorest New York City neighborhoods and schools

SELECTED PUBLICATIONS

- [Preparing for Crisis: Lessons from the International Science Reserve Stage One Research and Development](#), with Albright, Stephen et al. New York Academy of Sciences: June 2022.
- **UNDP publications:**
 - [Put more eyes on the Goals](#), Jan 2020.
 - [Talking about climate change: walking the line between hope and despair](#), Jan 2019.
 - **Fulfilling the promise: how the Universal Declaration of Human Rights has underpinned 70 years of development progress**, Dec 2017.
- **Measuring the Right to Health and Housing: The U.S. Needs to Take Stock of Economic and Social Inequality**, in *Learning from the World: New Ideas to Redevelop America*, ed. Colombano, Joe and Aniket Shah, introduction by Jeffrey Sachs. New York: Macmillan, 2014.
- **Promoting Human Rights in Public Health Programs: Lessons Learned from HealthRight International**, with Vandana Tripathi and Mehlika Hoodbhoy, in *Rights-Based Approaches to Public Health*, ed. Beracochea, Elvira, Corey Weinstein and Dabney Evans. New York: Springer, 2010.
- **The Cambodian Trade Agreement: A Human Rights Race to the Top** in *Human Rights, Trade and Investment Matters*, Amnesty International, 2006.
- **Covering Labor** in *An Introduction to Writing About International Economic News*, ed. Schiffrin, Anya. New York: Columbia University Press, 2004.
- **Facing a New Revolution in Vietnam: State Textile Workers in the Post-Reform Economy** in *Women's Work in Globalising Asia*, ed. Gills, Dong Sook and Nicola Piper. London: Routledge, 2002.