

CHIEF REVENUE OFFICER  
[RAINFOREST ALLIANCE](#)  
LOCATION — REMOTE



The Aspen Leadership Group is proud to partner with Rainforest Alliance in the search for a Chief Revenue Officer.

As Rainforest Alliance launches its ground-breaking strategic plan, [Rainforest Alliance Vision 2030](#), it seeks a dedicated and passionate Chief Revenue Officer to join its Leadership Team. The Chief Revenue Officer will be responsible for multiple revenue-generating elements within the organization. The Chief Revenue Officer will lead efforts to sustain and increase private and public funding through bi-laterals and multi-laterals, strategic philanthropy, institutional relations, and individual support and partnerships, and will work closely with the Chief Marketing Officer (CMO) to leverage integration with the Alliance's corporate royalty revenue. The Chief Revenue Officer will lead teams across Philanthropy, Institutional Relations, and Revenue Operations. Furthermore, the Chief Revenue Officer, working in close partnership with the CEO and CMO, will help coordinate and leverage Rainforest Alliance's value propositions across its programs and channels and all aspects of the organization's touchpoints with revenue sources. Rainforest Alliance Vision 2030 will rely heavily on a centralized revenue engine, consisting of multifaceted fundraising and business engagement capabilities to generate the rich partnerships and revenue required to establish and implement its mission with speed and at scale. Through detailed research, influential engagement, and compelling value proposition design, the Chief Revenue Officer will drive donors and other investors towards greater commitment while elevating producer and community value.

Founded in 1987, Rainforest Alliance is an international non-profit organization working at the intersection of business, agriculture, and forests to make responsible business the new normal. Rainforest Alliance is building an alliance to protect forests, improve the livelihoods of farmers and forest communities, promote their human rights, and help them mitigate and adapt to the climate crisis.

As an alliance of farmers, forest communities, companies, and consumers, Rainforest Alliance is committed to creating a world where people and nature thrive in harmony. By bringing diverse allies together, the Alliance is making deep-rooted change on some of the most pressing social and environmental issues of our time. It is implementing proven and scalable solutions on the ground while testing innovative ways to drive change.

The best hope for a brighter, more resilient future is to embrace sustainability on a systemic and massive scale. That's why the Rainforest Alliance is built upon a simple, yet powerful idea: *When we act collectively, we can create a world where people and nature thrive together.* The Alliance partners with farmers and forest communities in many of the world's most important tropical landscapes—working together to promote land management practices that protect nature while boosting rural livelihoods.

It works with companies, big and small, to advance responsible business practices across global supply chains. At the same time, Rainforest Alliance works with governments and civil society organizations—at both the local and international level—to drive sustainability transformation through strengthened policies. And finally, Rainforest Alliance mobilizes millions of individuals to harness their collective power as consumers and make better choices for people and nature.

Life on Earth is a delicately balanced web of interdependence. Rainforest Alliance focuses its efforts on four closely connected issues that are vital to global sustainability: forests and biodiversity; climate; rural livelihoods; and human rights. The four main areas of work are all interconnected and have been designed to drive sustainability in the sectors and landscapes where the Rainforest Alliance believes it can make the biggest difference for people and nature: certification; landscapes management; advocacy; and supply chain services.

Rainforest Alliance is a global leader in sustainability certification. Farms, forest communities, and businesses that participate in the certification program are audited against rigorous sustainability standards based on the triple bottom line: environmental, economic, and social well-being. More than two million farmers follow the Alliance’s agriculture standards in 70 countries around the globe. Programs of the Rainforest Alliance focus on coffee, cocoa, tea, bananas, and many other important commodity sectors facing urgent environmental and social challenges. These sectors and landscapes have changed profoundly in the past 35 years. Building on all that it has learned, Rainforest Alliance has redesigned its certification programs to raise its ambitions and amplify its impact, providing a clear path to a more resilient and inclusive future that is guided by the key principles of improving data management, context adaptability, shared responsibility, and continuous improvement.

## **REPORTING RELATIONSHIPS**

The Chief Revenue Officer will report to the Chief Executive Officer, Santiago Gowland. The Chief Revenue Officer will join a senior leadership team of eight current and planned staff including the Chief Data & Technology Officer, Chief Financial Officer, Chief Growth & Innovation Officer, Chief Marketing & Communications Officer, Chief People Officer, Chief Programs Officer, and Legal Counsel. The Chief Revenue Officer will supervise three direct reports of a staff of 30 that is expected to increase as revenue grows.

## **FROM THE CHIEF EXECUTIVE OFFICER**

*Spiraling biodiversity loss, systemic rural poverty, and widespread human rights abuses combine with the climate emergency to pose enormous threats to our future. When we join forces, we can accelerate change at the speed and scale that the world needs. Rainforest Alliance is at the heart of transformational change, bringing together farmers, forest communities, civil society, governments, companies, scientists, NGOs, and philanthropists—millions of individuals from around the world.*

*In the past two years, my colleagues and I have developed a strategic plan—Rainforest Alliance Vision 2030. I hope you will take just a few minutes to read through that document. For many years, Rainforest Alliance has strengthened sustainability across the globe primarily through partnerships with governments and thousands of companies, with limited engagement of philanthropists. Sophisticated individual and family donors understand that solutions to big problems require alliances—leveraging many funding sources through partnership.*

*The new Chief Revenue Officer will have the extraordinary opportunity to build upon one of the world's most successful royalty and multilateral funding programs while engaging a much larger number of philanthropic partners whose giving and impact will be multiplied through these other funding sources. It is a critically important but tremendously exciting time for the Rainforest Alliance.*

*We're all in! Will you join us?*

—Santiago Gowland, Chief Executive Officer, Rainforest Alliance

## **RAINFOREST ALLIANCE'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

As a global community, Rainforest Alliance believes that a diverse, equitable, inclusive, and accessible environment is crucial in all aspects of its work to achieve a world where people and nature can thrive in harmony together. It believes its workforce and alliances should reflect the diverse communities and geographies in which it works. Rainforest Alliance is building a culture that seeks out and serves the interests of those with different or underrepresented backgrounds, identities, abilities, cultures, and perspectives. Any meaningful change it wants to achieve for people and nature hinges upon prioritizing equity and fairness.

### **PRIMARY RESPONSIBILITIES**

The Chief Revenue Officer will

- lead the development and growth of revenue across funding channels and in line with Rainforest Alliance Vision 2030;
- lead business development teams focused on increasing revenue and building partnerships with public and private funding, strategic philanthropy, and institutional and individual donors;
- develop a revenue strategy anchored to the Alliance's strategic ambitions, integrating revenue streams to maximize leverage and expand relationships across channels;
- manage a portfolio of high-value philanthropic relationships, including those of the Board of Directors;
- lead revenue-generating channels and develop and implement strategy on the Alliance's existing and new revenue lines, identifying potential growth areas for Rainforest Alliance revenue;
- craft coordinated, compelling, and consistent value propositions and engagement strategies across channels (companies, investors, government, multi-laterals, coalitions, philanthropists, Board, and foundations); and
- lead, champion, and facilitate cross-departmental collaboration within the Revenue units as well as outside Revenue to ensure alignment and efficiency across the organization and improve impact.

### **LEADERSHIP**

#### **Santiago Gowland Chief Executive Officer**

As Chief Executive Officer, Santiago Gowland is responsible for the strategic, programmatic, financial, and operational leadership of Rainforest Alliance. He leads the organization's Leadership Team and reports to the Board of Directors.

Gowland has a proven track record of driving organizational innovation and sustainability strategies, applying this knowledge to multiple sectors, cultures, and across all seven continents. Prior to joining the Rainforest Alliance, Gowland served as the Executive Vice President for Latin America and Global Innovation for The Nature Conservancy (TNC), one of the largest conservation organizations in the world. In his role as Managing Director for the region, he worked with more than 300 staff members in 17 countries and led the Latin American Conservation Council, an unprecedented group of leaders working with TNC to identify solutions to help tackle Latin America's greatest environmental challenges, including water security, sustainable food production, and smart infrastructure. In his role as Head of Global Innovation for TNC, he was the executive champion for their green technology strategy, systems innovation capabilities, "agility lab," and collaboration with technology companies.

Before joining TNC, Gowland was the Senior Vice President of Global Corporate Innovation at The Estée Lauder Companies, Inc., where he led breakthrough innovation platforms, external partnerships, and corporate innovation strategy across the company's brands and business units.

Previously, Gowland created the Systems Innovation function at Nike, Inc., leading market transformation work and heading public and private partnerships that scaled up sustainability strategies and accelerated innovation to enable system change. He oversaw Nike's collaboration with NASA, the United States Department of State, and the United States Agency for International Development (USAID), to develop LAUNCH, a global initiative supporting world-changing sustainable business innovations.

Earlier in his career, Gowland was the Vice President of Global Sustainable Development and Corporate Brand Strategy at Unilever, where he catalyzed their corporate transformation by leading the integration of social, economic, and environmental strategies into brand innovation; created Unilever's Sustainable Living Plan framework; and developed their corporate brand strategy and marketing plan.

Gowland holds a degree in law and political science from Pontificia Universidad Católica Argentina (UCA) and an MBA from the Thunderbird School of Global Management at Arizona State University in Phoenix, Arizona. He currently resides with his family in Buenos Aires, Argentina.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Rainforest Alliance seeks a Chief Revenue Officer with

- a commitment to the mission of Rainforest Alliance—to create a more sustainable world by using social and market forces to protect nature and improve the lives of farmers and forest communities;
- extensive experience with complex sales, relationship building, and/or philanthropy, with a strong preference for experience in building philanthropic partnerships;
- experience developing high-value public-private partnerships preferred, including knowledge of blended finance and non-traditional revenue vehicles;
- experience delivering on and exceeding ambitious revenue targets;
- business acumen and value creation experience;
- an inspiring, transformative leadership style combined with a hands-on approach;
- an ability to craft and implement a complex business development strategy;
- excellent communication skills including speaking, presentation, and creative writing abilities; and
- excellent social skills with an ability to interact culturally, linguistically, and respectfully with diverse internal and external individuals.

Rainforest Alliance will consider candidates with a broad range of backgrounds. An advanced degree or an equivalent combination of education and experience and at least 15 years of leadership experience in diverse roles, preferably at the C-suite level, driving and implementing revenue growth, is strongly preferred.

### **SALARY AND BENEFITS**

This position offers a competitive salary, with a target salary of \$230,000 USD. Rainforest Alliance prioritizes the well-being and resilience of its staff members, and it wants them to feel appreciated for their time and work. Rainforest Alliance offers a comprehensive benefits package that considers its staff members and their families, health, career development, and financial future.

### **LOCATION**

This position may be performed remotely from any country where Rainforest Alliance has offices<sup>1</sup>. This position requires international travel (10-20%).

### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Rainforest Alliance as well as the responsibilities and qualifications stated in the prospectus.*** Preference will be given to applications received by August 9, 2023. Review of applications will begin immediately and will continue until the successful candidate has been selected.

*To apply for this position, visit: [Chief Revenue Officer, Rainforest Alliance](#).*

*To nominate a candidate, please contact Anne Johnson, [annejohnson@aspingleadershipgroup.com](mailto:annejohnson@aspingleadershipgroup.com).*

*All inquiries will be held in confidence.*

<sup>1</sup>**Africa:** Cameroon, Democratic Republic of the Congo, Ethiopia, Ghana, Ivory Coast, Kenya, Malawi, Nigeria, Rwanda, South Africa, Uganda · **Asia:** China, India, Indonesia, Japan, Vietnam · **Europe:** Belgium, France, Germany, Netherlands, Sweden, Switzerland, Turkey, United Kingdom · **Latin America:** Argentina, Brazil, Colombia, Costa Rica, Guatemala, Honduras, Mexico, Nicaragua, Peru. **North America:** United States.