

Job Position: Sustainable Business Developer
Start Date: March 2011
Salary range: According to experience and skills
Location: Mexico, La Paz, Baja California Sur – extensive travelling required
Degree/Experience: Business Management or Engineering degree preferred
International Applications Accepted: Yes / Able to work in Mexico
Contact: Sandra Enriquez Polo, Sustainable Finance Specialist
Contact email: senriquez@edf.org

Business Developer (La Paz, Mexico)

With world attention focused on both the environment and the economy, Environmental Defense Fund is where policymakers and business leaders turn for win-win solutions. This leading green group, founded in 1967, has tripled in size over the past decade by focusing on strong science, uncommon partnerships and market-based approaches. You can be part of a vibrant workplace that welcomes diverse perspectives, talents and contributions, where innovation and a focus on results are a way of life. With programs from Boston to Beijing, Environmental Defense is the only environmental group to receive an A rating from Wired magazine.

Oceans Program: The mission of the Oceans Program is to harmonize human use with the health of the ocean, and to achieve breakthrough improvements in marine fisheries management. It does so by developing and implementing new solutions adapted from existing private sector commodity and property management approaches, and by promoting these approaches with ocean resource users and regulators.

The Gulf of California Sustainable Fisheries Project: This project presents a plan developed in consultation with Mexican and US partners to:

- apply incentive-based fisheries management in a select number of fisheries in the Gulf of California,
- explore new ways to finance the costs of transition to sustainability,
- build a pipeline of candidate fisheries for cultivation and future action,
- develop the human and institutional resources required for implementation,
- and, strengthen the legal and regulatory environment that makes change possible.

EDF, the World Wildlife Fund and Noroeste Sustentable have cemented a groundbreaking partnership with CONAPESCA (Mexican Commission for Aquaculture & Fisheries Management) and INAPESCA (Mexican Institute for Fisheries) over the past two years. It represents an opportunity for creating a template for introducing incentive-based fisheries management and similar tools across Mexico and in other countries.

Overall Function:

Environmental Defense Fund de Mexico is currently hiring one Sustainable Business Specialist to support the development of new market opportunities by improving selected processes, introducing efficiency & quality measures and to develop new market opportunities through improving sustainability standards & supply chain management in the Gulf of California region of Mexico.

With support from our team, the Sustainable Business Developer will work based in La Paz, BCS Mexico with EDF de Mexico Oceans team. The Business Developer will be responsible for working with fishing cooperatives, processors and distributors throughout the region to compile information, to apply business

concepts and to create opportunities that increase their sustainability over time. This work will include developing and assessing plans for new products & markets, processes improvement, costs analyses and customer relationships. These will be aligned to provide the financing that cooperatives need to transition to fully operational catch shares system as a tool to sustainable management of fisheries.

This is a unique and exciting opportunity for a dynamic, self-starter and highly motivated professional, eager to apply business skills to addressing the problem of unsustainable fishing. This position will be based in La Paz, Baja California Sur, Mexico.

Key Responsibilities include but are not limited to:

- Extensive travel in the Gulf of California, Mexico, establishing trusting relationships with our stakeholders to develop on-the-ground understanding of the fisheries and cooperatives' businesses
- Conduct costs and processes analyses to gain a better understanding of the potential gains of catch shares and sustainable business concepts to stakeholders operating in these fisheries
- Assist in preparation of proposals, reports and project idea notes that improve the quality, traceability and marketability of the Gulf of California Fisheries working with fishermen and other stakeholders for sustainable fisheries
- Draft project's valuation and business plans building on existing information and generating any other data and/or formats required
- Undertake assessments to support the generation of different business tools that include uncertainty analysis related to fisheries stocks i.e. forecasting supply
- Identify value-added options for the fishery sector to enable fishermen to achieve higher value for their seafood products, including a strong inventories management, processes efficiency & quality measures and product diversification
- Communicate new business & market opportunities in the fisheries sector to potential new customers (within and outside of Mexico)
- Developing and leading training sessions with fishermen and different stakeholders to improve their business vision and processes
- Assist in translations and preparation of meetings with different stakeholders, including travel arrangements and logistics of different events

Desired Qualifications:

- Fluency in Spanish and English is required
- Independent and entrepreneurial spirit and experience
- Degree in relevant field of business management or engineering
- Strong understanding of efficiency in processes, quality improvement and competitive measures
- Demonstrated skills and experience developing different business and management tools
- Ability to work well on interdisciplinary teams with a diverse staff
- Ability to present opportunity areas in clear, concise terms to different audiences
- Ability to perform quantitative and qualitative economic analysis
- Good knowledge of Excel, Power Point, Word, Outlook and a diverse set of online Business Tools
- Clear and coherent oral and written communication skills
- Desire to work with fishing communities, mostly in rural areas of the Gulf of California
- Knowledge of marine and fisheries issues in the Gulf of California, preferable
- Legal eligibility to work in Mexico

Term:

- This is a one-year position – (with 2 months trial period) – and with the possibility of extending the term according to performance and the development of other potential initiatives

To Apply:

Please email a resume and cover letter to:

Sandra Enriquez Polo,
Sustainable Finance Specialist,
EDF – Oceans Program,
senriquez@edf.org