

Matthew Rusk

(516) 777-0882 ♦ New York, NY ♦ MattRuskEmail@gmail.com

PROFESSIONAL PROFILE

- 14+ years overseeing sustainability strategy development, execution, stakeholder engagement, reporting, and communications
 - Problem-solver with a record of originating and enhancing sustainability programs and disclosures that support business goals
 - A proven communicator and collaborator with diverse, international, internal, and external cross-functional professionals
 - Critical thinking, lifelong learner committed to staying current on sustainability trends and best practices; credentialed in ESG
 - Champion for business doing well by doing good and advancing sustainability disclosure, financing, and outcomes
-

EXPERIENCE

Head of GRI North America (NA), Global Reporting Initiative (GRI) 2021 – 2025

- Developed, refined, and executed GRI's NA strategy to improve the comparability, consistency, and credibility of sustainability reporting, and grow revenue to serve GRI's mission of helping organizations be transparent and accountable for their impacts
- Served as the NA ESG subject matter expert and policy monitor to advise organizational leadership and key partners
- Led external engagements and relationship cultivation with diverse stakeholders, serving as the public face and speaker
- Enhanced GRI Standards value proposition via cross-functional team collaborations (sales, marketing, policy, business lines etc.)
- Created, edited, and curated written, presentation, and external affairs content for diverse stakeholders as NA spokesperson
- Collaborated with internal stakeholders/data owners to produce GRI's Sustainability Report as a member of the Reporting Team
- Oversaw lead generation, recruitment, relationships, and retention of NA GRI Community that generates 15% of global funding

Achievement Highlights:

- Launched a new US communication, partnership, and policy approach and grew the N. America team from 1 person to 7
- Guided organizations of assorted sectors, sizes, and stages of sustainability journey on sustainability/ ESG best practices, trends, regulations, and updates to disclosure mechanisms (e.g. GRI, SASB, TCFD, IFRS/ISSB, CSRD, SEC, CARB, TNFD)
- Advised 100+ clients on navigating changing disclosure requirements and how to achieve comprehensive ESG reporting
- Presented at thought leadership events for partner organizations (e.g. Reuters, FT, RI, AAA, AICPA, Nasdaq, GreenBiz, etc.)
- Supported Financial Sector Standard development through stakeholder engagement and technical committee recruitment
- Collaborated with different lines of business and internal partners to iterate existing products and launch new offerings
- Supported the policy team in tracking and responding to key NA regulatory developments
- Oversaw new policy and external engagements, including SEC meetings and outreach to US and Canadian policymakers
- Public speaker at 30+ external in-person events, directly reaching 5000+ attendees, and 40+ virtual events reaching 8000+
- Produced 50+ pieces of written and visual content that gained 50,000+ impressions
- Oversaw the launch of dashboard to track ESG disclosures by key corporate groups (Fortune 500, S&P 500, BRT, Just100, etc.)
- Crafted new narratives on ESG reporting to improve positioning, complex topic accessibility, and GRI Standards use
- Achieved a regional net profit that doubled the organization's goal by outperforming GRI Community and Academy goals

Sustainability & ESG Consultant, Various Clients 2019 - Current

- Advised, developed, and implemented sustainability strategies, projects, and reporting for clients

Achievement Highlights:

- Advising Columbia University's Sustainability Investment Initiative on driving feedback for proposed Financial Sector Standards
- Oversaw two new HBO projects' sustainability initiative implementation, KPI tracking and reporting to achieve EMA Green Seal
- Originated the sustainability strategy for new revolutionary sports and media business as the Corporate Responsibility Adviser

Sustainable Office Program Manager, Wolters Kluwer 2020

- Managed international Sustainable Office Employee Engagement Program with personnel across 40+ offices
- Produced communications to foster cross-business awareness, buy-in, and participation to broaden program ROI

Achievement Highlights:

- Developed a revamped program strategy to evolve metrics/ KPIs to better quantify impacts, integrate Energy Star Portfolio Manager, expand programming, professionalize communications, and create a pathway to increase the program's ROI
- Launched an adapted internal engagement program to bring green practices home and build community amid the pandemic

Sustainability and Corporate Social Responsibility Manager, Swarovski North America 2015-2019

- Supported the development of a new global sustainability strategy - oversaw strategy execution in the Americas
- Advised senior leaders and trained colleagues on ESG to embed sustainability and disclosure practices in all lines of business
- Created, curated, and approved internal and external regional sustainability reporting and communications for external reports
- Forged partnerships with external organizations and represented the company at thought leadership events
- Managed global Swarovski Waterschool philanthropic work, overseeing nonprofit partnerships, programs, and communications

Matthew Rusk

(516) 777-0882 ♦ New York, NY ♦ MattRuskEmail@gmail.com

Achievement Highlights:

- Partnered with all lines of business and HR to incorporate sustainability guidance into Employee Orientation programming and establish business unit briefings and educational sessions on sustainability commitments, KPIs, latest trends, and reporting
- Managed processes, collaboration, and data collection to produce annual reporting to the latest global reporting standards
- Partnered with Corporate Comms and data owners to position Swarovski as Conscious Luxury and provide supporting data
- Collaborated with B to B divisions to improve brand positioning and won new sustainability-focused customers
- Serves as a trusted advisor on sustainability topics firmwide, working with all business units, legal and functions
- Created new sustainability procurement standards and best practices for the company's Corporate Created Services
- Collaborated with facilities teams, vendors, and colleagues to reduce operations' and employees' environmental footprint led to new waste diversion practices, greener product utilization, and LEED Silver certification for the NYC corporate office
- Enhanced Swarovski reputation via partnerships with UN, Global Citizen, fashion summits, academia and industry leaders
- Launched Swarovski Waterschool USA – expanding the program's reach to 5 continents, 7 Countries, and 500,000+ students
- Oversaw new water risk and stewardship project with internal teams and external partners

Head of Sustainability Department, Feature Films for Various Media Companies

2011-2015

Companies: Walt Disney Pictures, Warner Bros. DreamWorks Studios, Paramount Pictures

- Created and implemented client-centric sustainability initiatives and policies for each film production
- Engaged and collaborated with internal and external stakeholders (corporate exes, legal, production leadership, all production departments, vendors, nonprofits) to originate and advance cross-functional sustainability and philanthropic programs
- Researched new trends, technologies, best practices, and industry issues to advise leadership and implement improvements
- Trained and empowered personnel in every department to embed sustainability best practices into all operations
- Developed internal communications, including department-specific best practices toolkits, memos, and key messaging
- Collected and synthesized data to quantify impacts for sustainability reports and applications for Green Seal Certification

Achievement Highlights on Individual Productions:

- Decreased operational costs while increasing philanthropic and sustainability practices on all projects
- Green Seal Certifications from Environmental Media Association on all projects once the certification was launched
- Zero Waste achieved by diverting items from landfills to nonprofits for reuse, composting, or recycling
- 21.7 tons of construction materials, supplies, and clothes donated to nonprofits and 3,392 meals donated to food banks

Project Manager: Green Production Guide, Producers Guild of America

2012–2013

- Strengthened resources available on GreenProductionGuide.com to accelerate industry sustainability and reporting efforts
- Fostered relationships with state and city offices to promote sustainability and drive progress in green production operations
- Hired, trained, and managed a team to cultivate relationships with municipalities, businesses, and nonprofits

Achievement Highlights:

- 27% increase in vendor listings on GreenProductionGuide.com, resulting in expanded coverage to 26 states

Sustainability Initiatives Monitor, EcoSet Consulting & Canal Creatures Production

2011–2012

- Administered client-centric sustainability initiatives on 20+ commercials for Honda, Target, Campbell Soup, AT&T
- Trained and managed support staff to seamlessly integrate improved practices into production operations

Achievement Highlights:

- Achieved Zero Waste, pioneered commercial production food donation practices and surpassed goals in philanthropic giving
- Adapted service offerings to accommodate new customers with personalized client-centric solutions

EDUCATION

Quantic School of Business and Technology (Washington, DC) **Executive MBA**

Villanova University (Villanova, PA) **Bachelor of Science, Business Administration: Marketing, Entrepreneurship**

CERTIFICATIONS

LEED Green Associate, GRI Certified Sustainability Professional

SKILLS

Sustainability Strategy Development, Sustainability Reporting, ESG Disclosure, Materiality Assessment, Program Management, Project Management, Emission Tracking, Data Management and Analysis, Water Stewardship, Presentation Skills, Public Speaking, Written Communication, Partnership Building, Stakeholder Engagement, Employee Engagement, Interpersonal Communication