

ROOTS OF IMPACT POSITIONS FOR NEXT PHASE OF GROWTH

CO-CEO AND ADVISORY BOARD APPOINTMENTS SUPPORT IMPACT-LINKED FINANCE AT SCALE

FRANKFURT A.M., SEPTEMBER 14, 2023

Roots of Impact is taking a big leap forward to scale Impact-Linked Finance. After eight years of pioneering this [innovative practice](#), our team is thrilled to see significant traction in the international market. We are now designing and managing Impact-Linked Funds, building the field through practical tools and education, and enabling funders and practitioners to apply this rapidly growing practice.

As we look ahead to the next phase of our growth and market development, we are strengthening our internal leadership team. We have also set up an [Advisory Board](#) of experienced practitioners who will guide Roots of Impact in this next phase.

Effective October 1, 2023, [NATASHA DINHAM](#) will transition from her Lead Advisory & Advocacy role to become the [new Co-CEO](#) of Roots of Impact. *“I have always been inspired by Roots of Impact’s pioneering vision and unwavering commitment to excellence. It is an honour to be stepping into the Co-CEO role as we embark on this new chapter of growth together. I am especially passionate about this journey since I know that the work we do today will define the impact ecosystem of tomorrow.”*

[BJOERN STRUEWER](#), Founder and CEO to date, will continue co-leading the company together with Natasha. *“I am very proud of what we were able to build as a team. And we have only just started. This is why I am excited to share my responsibilities with Natasha, who has been instrumental in the past two years in driving our agenda, advocacy, and future strategy, together with our team leads.”*

As founder and Co-CEO, Bjoern will focus on strategic development, partnerships, and long-term business development. In addition, he will continue to actively advocate for Impact-Linked Finance to become a cornerstone in [re-inventing finance](#). The roles of the team leads will also be strengthened with more competencies and responsibilities for clients, partners, and financials. In this context, [ANNELENE TONN](#) will transition from Lead Finance & Business Operations to become Roots of Impact’s [new COO](#), effective 1 October 23.

In addition, we have secured highly experienced advisors to help the company deliver on its mission. All members of the Advisory Board operate in their personal capacities and will start on October 1, 2023:

- [ALEJANDRO ALVAREZ VON GUSTEDT](#), Vice President Europe, Rockefeller Philanthropy Advisors, and Co-Founder & Board Member, Latimpacto
- [TINE FISKEER HENRIKSEN](#), Managing Director, Bestseller Foundation, and Board Member, African Leadership Group
- [KARIM HARJI](#), Programme Director, Oxford Impact Measurement Programme, and Founding Partner, Mondiale Impact
- [JESSICA MENON](#), Founder & CEO, Equilo
- [BRIAN MILDER](#), Founder & CEO, Aceli Africa
- [KUSI HORNBERGER](#), Partner & Global Knowledge Lead, Dalberg

We are excited to introduce these changes that will strengthen our positioning as an innovator, field builder, and enabler for Impact-Linked Finance. In the future, we will double down on re-inventing finance by creating a Community of Practice and providing state-of-the-art tools and infrastructure for this rapidly growing practice.

As we advance to this next phase, we are particularly grateful for the collaboration and trust from our [existing clients, partners, friends and peers](#), who have joined and supported us over the last eight years. There are many opportunities to fully realize the potential of Impact-Linked Finance and we are thrilled to collaborate with many new implementers and partners.

MORE INFORMATION

About Roots of Impact: www.roots-of-impact.org

About Impact-Linked Finance: <https://www.roots-of-impact.org/impact-linked-finance/> and <https://ilf-fund.org/open-platform-impact-linked-finance/>

The journey of Roots of Impact and Impact-Linked Finance: <https://www.roots-of-impact.org/impact-linked-finance/journey/>

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