



Sustainable Finance Geneva Co-Founders Bios

## Antoine Melo

Founder, [Simce](#)

Director of Operations and Finance, [AlphaMundi Group](#)

With a strategic mission of focusing on sustainable development, Simce pioneers new standards to create solid bridge between sustainable issues and mainstream investments, offering products to channel resources into socially driven opportunities. AlphaMundi Group is working as a commercial venture with a social mission, and is based in Zurich. Through financial engineering and strategic consulting, the Group and its stakeholders seek to facilitate a greater mobilization of private capital markets so as to achieve significant and self-sustaining poverty reduction and environmental preservation in developing countries.

In March 2009, Antoine founded his own company Simce, which provides independent advisory for Socially responsible Investment Management and sustainable Corporate Environment. He is also Director of Operations and Finance at AlphaMundi Group since August 2009. Previously, he worked for BlueOrchard as Director of Administration and Finance since from 2005 to 2009, and headed its Social Performance Working Group. Prior to joining BlueOrchard, Antoine was at Universal Corporation, a worldwide leader in trading commodities, where he was Finance and Administration Manager from October 2002 to December 2004. Additional experiences include working for Reuters for 2 years, and various engineering missions around the globe. Antoine is co-leading a pro bono project for Citizen of our world (<http://www.coow.org>) an NGO promoting human rights & equitable development through donation. He holds an MSc in Engineering from the Swiss Federal School of Technology in Lausanne, Switzerland, and an MBA from the HEC of the University of Lausanne, Switzerland. He is fluent in English, French and speaks some German and Spanish.

### **Why is SFG important to you and/or why does sustainable finance in Geneva matter to you ?**

As an engineer in environmental science, I've always been very sensible to impact and sustainable development. Being in finance since quite a while now, I've also noticed how different these issues may be viewed. If you take a simple example: finance person and engineer will look at valuating a forest very differently; one will probably ask himself how the trees could be marketed, the other will certainly look first what he can bring; both want to create value, but approach are different. SFG is a very unique opportunity for all to share two side of the equation, helping to bring a coherent approach to Sustainable Finance and Responsible Investment.