



John Tidmarsh

Title: Non-Executive Director

Company: [Impact Finance Management S.A.](#)

John Tidmarsh joined Sustainable Finance Geneva to run the [Switzerland, Global Capital of Sustainable Finance](#) project.

Biography

John started his career with the FTSE100 multinational De La Rue. He worked in five European countries variously as founding Director of De La Rue Cash Systems Italia, responsible for European then EMEA/CIS Marketing and Strategy and finally creating a global self-service banking business. He was instrumental in acquisitions including the successful purchase of a leading Portuguese ATM manufacturer.

After obtaining an MBA at Cambridge, John worked as Vice President of Swicorp based in Egypt and Saudi Arabia engaged in private equity and investment banking mandates in the MENA region and interim-managing the Egyptian branch of the bank. John left to lead the creation of a clean energy venture capital fund, later working for E-Synergy Ltd as Senior Investment Executive for the Sustainable Technology Fund. He went on to lead the creation of a 100m Euro (target) venture capital fund in partnership with the European Space Agency (ESA).

John serves on the Board of Impact Finance Management S.A., a sustainable microfinance fund manager, is an Associate of Glymon Consulting Ltd and is promoting a project to establish a common set of ESG guidelines that serve both Limited Partners and private equity General Partners. John is an elected member of the Alumni Advisory Board of Cambridge Business School, and is an alumnus of the Cambridge Programme for Sustainability Leadership (>3000 members). John remains active in the European innovation investment community advising companies and speaking at industry events.

John has a BA (Hons), MA and an MBA from the University of Cambridge. He is fluent in English French and Italian.

Areas of Expertise

Finance: venture capital, private equity, direct investment

Sustainability: ESG in companies, and in venture capital and private equity funds

Innovation: starting and expanding companies, technology transfer, investment readiness and innovation support

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

Sustainability in its many forms represents a major financial opportunity. However the trends that are driving opportunity are putting into question the many models that define our society: business as usual not only threatens the wealth of the wealthy, but the future of our environment and the lives of millions.

This universal challenge is also creating a strong moral driver for change. The vast majority of the world's population has little means to respond, putting responsibility for change firmly in the hands of those who have the means, and the choice.

Switzerland accounts for almost one third of global offshore private wealth. It is home to competence, knowledge and traditions that make Switzerland uniquely capable of realising the opportunities and facing the challenges before us. Sustainable Finance Geneva is the voice of those who have understood this message. My active contribution to SFG is a way to help make Geneva a place of international leadership in sustainability.