

ADVISORY BOARD MEMBERS



TAÍS TOLEDO

Taís Toledo has been the outreach manager of Animal Equality Brazil since 2016, where she oversees the corporate engagement and campaigns department. She has a bachelor's degree in law and has experience working as an attorney in Brazil as well as volunteer coordinator of Amnesty International. Taís is currently attending a postgraduate program in environmental law and sustainability management.

Outreach Manager at Animal Equality Brazil

Based in Brazil 



LASSE BRUUN

Lasse is an advocacy expert and an experienced leader in climate and energy, sustainable agriculture, and animal rights, with 20 years of experience. Lasse's work across sectors and continents includes being a Global Project Leader at Greenpeace, an adviser in the Danish Parliament, and Head of Energy Transition at Climate Action Network (CAN). He has led high-level international dialogues, campaigns, and projects in more than 17 countries, as well as in the EU Parliament and Commission, FAO, UNFCCC, and International Whaling Commission. As a third-sector curator and intergovernmental relations specialist, he runs 50by40 and its multi-stakeholder engagement based on the principles of collective impact and systems leadership. Lasse is a postgrad in rhetoric and linguistics at the University of Copenhagen.

Executive Director at 50by40

Based in Canada 



JOANNA GROSSMAN

Joanna Grossman, Ph.D., works as a lobbyist and leads the equine program at the Animal Welfare Institute in Washington, DC. She was previously the organization's federal policy advisor, in which position she advocated for a wide range of animal protection issues on Capitol Hill. Her writings and work have been featured in or covered by numerous media outlets. While completing her doctorate, she worked on legislation that impacts animal welfare at the Humane Society of the United States, the American Society for the Prevention of Cruelty to Animals, and for Congressman Jim Moran, a former chair of the Animal Protection Caucus. In addition to serving on Sinergia Animal's advisory board, Joanna sits on the steering committee for the Homes for Horses Coalition and serves on the advisory board of Predator Defense. Joanna received her B.A. from Princeton University and holds a master's degree from the University of Oxford (where she studied as a Fulbright Scholar) as well as a Ph.D. from Harvard University.

Animal Welfare Institute

Based in the United States 

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Night shift Assistant for Tesco

Based in Northern Ireland,
United Kingdom 

KIRSTY MCCALDEN

Kirsty McCalden has an academic background in animal behavior and welfare and psychology. She is passionate about contributing to scientific research and all aspects of this area through her strengths in analysis and report writing. Her psychology degree also gives her the ability to support the output of publicly viewed materials in the hope of changing perceptions and behavior. Her psychology background can also aid discussions about veganism and the psychological barriers by which different individuals are held back from change by, for example, conformance to social norms. Kirsty has previously worked directly with laying hens on a project researching enrichment tools. Furthermore, she has also visited dairy and beef farms and, therefore, has a very clear picture of the issues needing to be addressed.



Quality Systems Specialist for Synaptive Medical Inc.

Based in Canada 

LAWRENCE YEH

Lawrence Yeh is a quality systems specialist in the medical device industry, which means that he has enabled others to achieve high-quality outputs in their areas of expertise. Lawrence uses tools like impact analysis, PFMEA, risk prioritization, and root cause analysis to mitigate risks that are commonplace in any knowledge-based work environment. Notably, he has adopted Agile methodologies to manage system improvement tasks, which has proven to provide desired results and continuous improvement. He is also an advocate of methodical approaches to improving operations management, having been immersed in a start-up environment, and experiencing organizational behavior through many challenges.



Global Senior Campaigns Manager at CIWF

Based in United Kingdom 

MANDY CARTER

Mandy Carter works in animal rights and protection campaigns and communications. She is currently Global Senior Campaigns Manager at Compassion in World Farming International and was previously Campaigns Director at SAFE in New Zealand. Some successes include working with all supermarkets in New Zealand to get them to go cage-free, securing legislative bans on cosmetic and recreational drug testing on animals, overseeing major investigations, and securing over one million signatures on a European Citizens' Initiative to ban cages for farmed animals.

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**Insurance Risk Manager
currently on sabbatical**

Based in the United States 

MITCHELL AMMAN

Mitch's diverse background includes corporate insurance/risk management, finance, strategic planning, and engineering. He has 30 years of experience in US-based multinational corporations, with the past 11 years in risk management. His education includes an MBA and a master's degree in engineering. Mitch's interest in the factory farming problem began over two years ago when he transitioned to a plant-based diet for health optimization. He quickly became more aware of factory farms' detrimental impact on the planet and on animal welfare. While new to the NGO space, Mitch hopes to contribute to Sinergia's success via his expertise in the area of organizational risk, knowledge of corporate finance, familiarity with strategy development and implementation, and understanding of the challenges involved in negotiating with large corporations.



**Project Manager at the Modern
Agriculture Foundation**

Based in Israel 

NETA ROSENTHAL

Neta Rosenthal is an animal rights activist, a strategic pragmatist, and a strong believer in the power of data-driven knowledge. She studies social sciences and works as a certified translator. Until recently, she has acted as the director of Challenge 22, Animals Now's online interactive vegan support program. She developed and adapted many of the specialized programs within Challenge 22 and also founded Activegan Online, Animals Now's effectiveness-oriented activism training course.



**Founding partner at
Blackwater group and
Founder at TEDxMalmö**

Based in Sweden 

SAGA GARDEVÄRN

Saga Gardevärn currently works with the world's biggest TEDx conference, a space that she has solely devoted to spreading and encouraging veganism. Saga also has her own company and works connected to volunteer recruitment, event management, project leading, speaker/celebrity management. She also has an extensive background in public event management, sponsor relations, marketing, and animal welfare non-profits, meaning she is a resourceful person with a touch of sales-DNA that has ways of working around small or non-existent budgets.