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CONTACT:

Lori Arguelles

1.301.495.9570

larguelles@seaweb.org

SEAWEB COMPLETES SENIOR MANAGEMENT TEAM WITH VICE PRESIDENT OF SCIENCE INITIATIVES KRISTIAN TELEKI

SeaWeb is proud to announce that Kristian Teleki will join its staff as vice president of Science Initiatives this fall. Teleki currently serves as director of the International Coral Reef Action Network and as head of the One Ocean Programme at the United Nations Environment Programme's World Conservation Monitoring Centre.

Teleki will serve as part of SeaWeb's newly established senior management team along with: Melanie Siggs, who was recently promoted to vice president of Sustainable Markets; Linda Maxson who joined SeaWeb in May as its vice president of Strategic Partnerships; and Lori Arguelles and Ted Morton who were recently recruited to serve, respectively, as SeaWeb's vice president of Media and Policy Strategy; and vice president of Organizational Effectiveness and Operations.

"I am thrilled to introduce such a remarkable group of people who, together as our senior management team, usher in a new era of leadership and opportunity for SeaWeb. They bring complementary talents, capabilities and experiences to strategically position SeaWeb at a crucial time for the ocean," said SeaWeb President Dawn M. Martin. "The stakes are tremendous and we are now better poised than ever to make a significant contribution to protect our ocean planet."

SeaWeb is best known for its successful initiatives designed to heighten awareness of the depletion of marine life and other emerging threats facing the ocean. Its goal is to secure strong policy changes in government and the marketplace to solve those problems. "As a founding voice in the sustainable seafood movement and an effective communicator of the science underlying critical marine issues, SeaWeb will now ensure its ocean conservation portfolio includes global issues such as climate change and pollution," Martin continued.

Management team members will oversee operations in SeaWeb's offices in Europe, the United States and in the Pacific: Teleki and Siggs will be located in London; Arguelles and Morton will be located in the Washington, D.C., metropolitan area; and Maxson will be located in northern California, along with Martin, who will continue to divide her time among all three offices.

"Given the breadth and depth of SeaWeb's work internationally and the concentration of partners in each of these geographic hubs, placement of senior management in these strategic locations will significantly strengthen SeaWeb's effectiveness," said Martin.

Teleki will serve as SeaWeb's vice president of Science Initiatives. Teleki began his academic career with a number of research and teaching assignments focusing on coral diversity and the impacts of fishing, tourism and pollution. He later monitored commercial fisheries. Teleki also served as a research associate for the prestigious Scott Polar Research Institute at the University of Cambridge where he focused on sea ice and iceberg distribution. In 1998 he joined the Cambridge Coastal Research Unit, where he worked as a research

associate developing and coordinating surveys of isolated atolls and coral reefs.

Siggs was promoted to vice president of Sustainable Markets on August 3, 2009. She joined SeaWeb's Seafood Choices Alliance in 2006 to lead the development of the UK programme and went on to take international leadership as director from January 2009. Siggs' background is in the corporate sector, predominantly concerned with natural resources such as agriculture, forestry and food. She has worked in a number of different countries, including a period working with the Food and Agriculture Organization (FAO) of the United Nations developing international trade meetings in Europe, Japan, Russia and Indonesia. Siggs brings to the team a breadth of business experience, strong skills in strategic positioning and corporate affairs, as well as a personal passion for responsible business.

In her role as vice president of Strategic Partnerships, Maxson brings a background in education, policy, communication and fundraising to SeaWeb. Her previous work includes programmatic and management roles at the University of Washington, notably as the director of development and community relations at the College of Ocean and Fishery Sciences. She previously served eight years at the National Oceanic and Atmospheric Administration (NOAA), beginning as the first on-site liaison in the National Marine Sanctuary Program. She later conducted policy analysis for NOAA's National Ocean Service and communication and outreach for its Hazardous Materials Response and Assessment Division. Trained as an educator, Maxson has taught in both formal and informal settings and worked with students of all ages.

Arguelles joined SeaWeb in April 2009 as vice president of Media and Policy Strategy. Previously, she served as president and CEO of the National Marine Sanctuary Foundation, director of communications for Girl Scouts of the USA (GSUSA) and director of public and constituent affairs for the U.S. Commerce Department's National Oceanic and Atmospheric Administration. Starting her professional career as a radio reporter, Arguelles has worked for several local and regional outlets, as well as the NBC Mutual Radio Network in Washington, D.C. Arguelles also served as press secretary for two members of the U.S. Congress.

Morton joined SeaWeb as vice president of Organizational Effectiveness and Operations in March 2009. He leads the team responsible for SeaWeb's financial, administrative, human resources and organizational systems. Morton is an attorney with more than 15 years experience working for prominent ocean conservation organizations in the areas of advocacy, administration, finance and project management. Prior to joining SeaWeb, Morton was director of operations and strategic program development at the Pew Institute for Ocean Science, a major program of the University of Miami's Rosenstiel School of Marine and Atmospheric Science. He also worked as Oceana's federal policy director and held several positions with American Oceans Campaign.

Founded in 1996, **SeaWeb** (www.seaweb.org) is an international, nonprofit organization that envisions a world where people understand and act upon the knowledge that a healthy ocean is vital to all life and essential to a sustainable future. SeaWeb convenes and connects scientists, the media, government and the business community to illuminate marine research and bring it into the market and policy arenas. Through dialogue among these diverse voices and by utilizing social science techniques such as opinion surveys and in-depth interviews, SeaWeb gains insights into human perceptions, behavior and knowledge. SeaWeb's approach stimulates collaborative, innovative solutions that catalyze positive changes that seek to protect and restore the ocean's health.

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