



26 September 2013

Dear Friends and Colleagues,

On behalf of the Clean Air Asia Board of Trustees, I am pleased to inform you that following a rigorous and comprehensive international search by the Board, aided by the search firm Quest on the Frontier, Bjarne Pedersen has been selected to lead Clean Air Asia as its new Executive Director starting November 11, 2013.

Bjarne most recently served in Kuala Lumpur as Global Director at Consumers International, a leading international consumer advocacy organization and brings well over a decade of experience in senior management to the position. Bjarne has broad international experience, including in environmental issues and sustainable development, and a proven track record of achieving meaningful impact through strategic leadership, resource mobilization and team building at all levels.

He has a strong affinity for the mission and potential of Clean Air Asia ... and a pragmatic understanding of the challenges that achieving this mission will bring. These skills and personal values make him well suited as the next leader for Clean Air Asia.

A challenging set of selection criteria was identified for the Executive Director position, including demonstrated success in: leadership; management; fundraising; strategic vision; experience and education and cultural sensitivity. I am happy to report that Bjarne has met or exceeded the expectations of the Board in these and other categories and is a smart, engaging and enjoyable person as well. He brings well over a decade of accomplishment at Consumers International, including hands on implementation of development and capacity building and advocacy for member organizations in 115 countries across the world. As Global Director, he led staff in offices across four continents including directors in Africa, Latin America, Asia Pacific and the Middle East. He is a highly successful fundraiser who brings a current familiarity with many of the donor organizations and individuals who will be key to future support for Clean Air Asia.

The air quality, health, and climate challenges in Asia are substantial, as are opportunities for Clean Air Asia to engage with government, industry and other stakeholders to develop strategies to mitigate them. As Clean Air Asia sets its priorities under new leadership, we welcome you to share your thoughts on how Clean Air Asia can best achieve these goals and remain responsive to your needs as partner and/or member. I encourage you to contact us directly through our acting Executive Director Glynda Bathan (glynda.bathan@cleanairasia.org) who will share your responses with the Clean Air Asia team and of course with Bjarne when his service begins.

You more than most understand the toll that air pollution and greenhouse gasses are taking on the people of Asia and the global environment. I am confident that Clean Air Asia, revitalized with new leadership, can be an instrumental force that can work effectively with each of you to jointly meet these challenges.

As always, thanks to the many sponsors and supporters of Clean Air Asia who make our work possible.

Sincerely,

Bob O'Keefe
Chair, Clean Air Asia Board

For more information about Bjarne Pedersen, visit <http://cleanairinitiative.org/portal/executivedirector>

For more information about Clean Air Asia, visit www.cleanairasia.org, www.facebook.com/cleanairasia and twitter: @cleanairasia