

Isabella Martin

Associate Director, Communications, Thinking Ahead Institute, WTW



Isabella is lead of the delivery team at the Thinking Ahead Institute, a global not-for-profit investment research network focused on mobilising capital for a sustainable future.

Isabella has historically spent her time researching, primarily, sustainability and climate-related issues. Isabella began her time at WTW split between the Sustainable Investment team as a climate specialist and at the Institute as a researcher.

Isabella is now at Thinking Ahead Institute full-time where she leads the delivery team which produces outward-facing Institute output, such as PR strategy, communications, social media, and events. Isabella is also the creator and host of the Institute's podcast, *Investing for Tomorrow*. Isabella has so far interviewed 20+ industry players on key issues relevant for the investment industry and beyond.

Outside of the Institute, Isabella is Co-founder of ClimateCulture a creative agency for the planet dedicated to empowering people to take climate action through events, digital experiences, content, and filmmaking. ClimateCulture has a focus on storytelling-for-impact which Isabella has integrated into her work at Thinking Ahead by hosting an annual film night for the industry.

Isabella has a Master of Development Practice from the University of California, Berkeley. Following this she spent several years working in and researching corporate social responsibility, impact investing, and impact measurement and management, including at the Impact Management Project.