

# Biographical Note



**Victoria Hurth** is a global leader in aligning business with long-term wellbeing for all (sustainability). Her work with executives centres around thought leadership in the 5 core pillars of purpose, governance, marketing, leadership and culture – which underpin strategy and execution. Among other achievements she co-led the 5 year development of the first global ISO standard in Governance of Organizations ([ISO 37000:2021](#)), was Technical Author for the first national standard in Purpose-Driven Organisations ([PAS 808:2022](#)) and advised the UN on the development of a methodology for SDG 12.6.1 (sustainability reporting).

Victoria is an impact advisor for UnaTerra VC fund. She is an active board member and has over 20 years' experience in marketing, management and sustainability, having previously worked for 3M and Accenture with companies including Marks and Spencer, Cancer Research, and J Sainsbury and developing theory as an Associate Professor of Sustainable Business and Marketing.