



Mission: Mārama

Our Governance & Ethics Framework & Teams

www.mārama.global

*Mārama. (Noun): Moon Is a Te Reo Māori word from Aotearoa New Zealand.
Te Ao Mārama is translated as "The world of light and knowledge" and "The Natural World".*

Mārama Governance & Ethics Framework

A key currency on our platform is trust, and a USP for Mārama is our **Governance & Ethics Framework**, consisting of:

- The **Mārama Governance & Ethics Policy** - Read [here](#)
- Our **Governance & Ethics Committee (GEC)**.

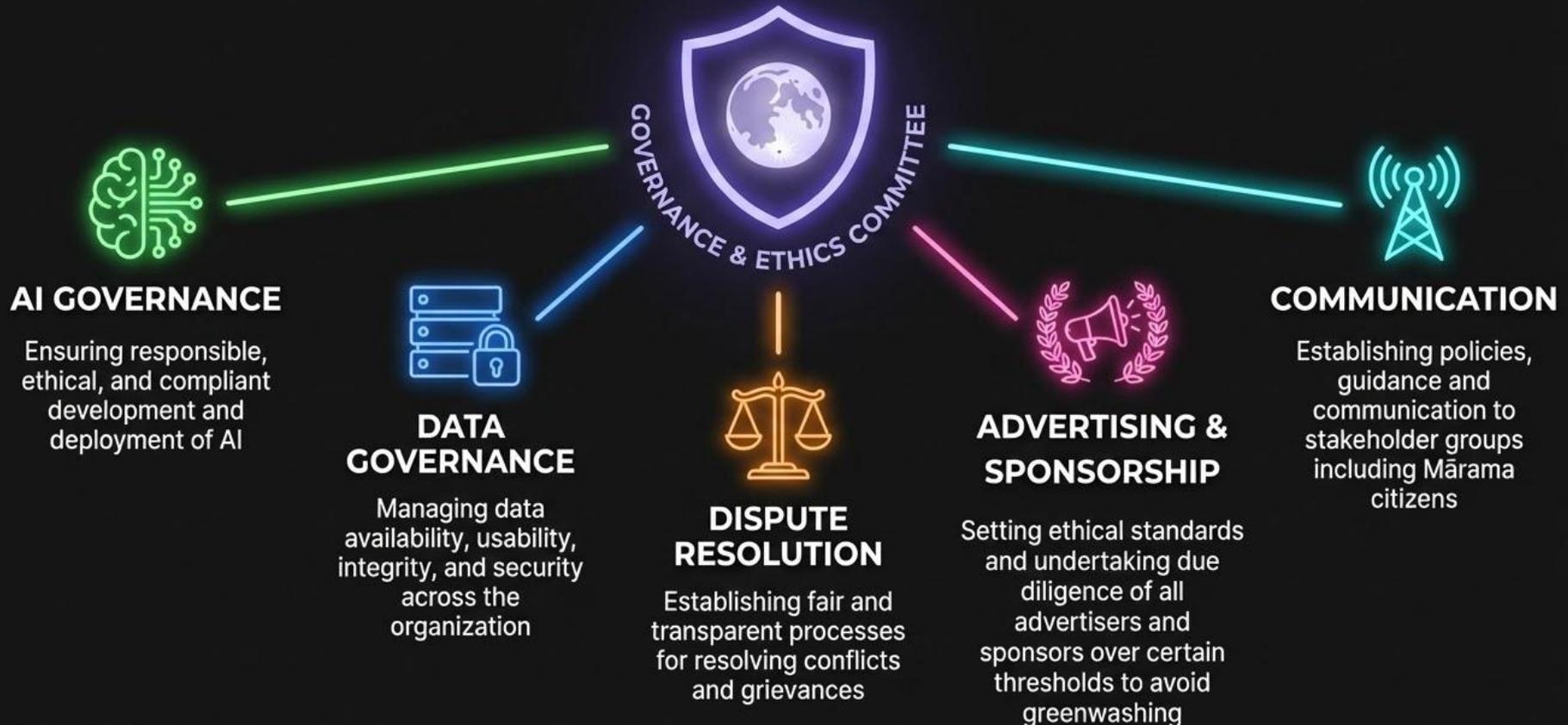
The GEC will be comprised of international thought-leaders with expertise in AI, corporate governance and policy, philosophy, ethics and sustainability.

The GEC launches in March 2026. It will initially provide ad-hoc advice but will ultimately convene quarterly or as required to oversee working groups – see next slide.

The first GEC members we can announce are:

- **Laura Ellis**, Head of Technology Forecasting, BBC (UK)
- **Nick Morrison**, CEO, Go Well Consulting & Kiwis in Climate Convenor (NZ)

Mārama Governance & Ethics Committee (GEC)



The Team (Aotearoa NZ)



Juhi Shareef

Founder, CEO

20 years' experience in corporate sustainability in UK and NZ with clients including Wembley Stadium, Stella McCartney, British Film Institute. Previously Chief Responsibility Officer at Tourism Holdings Ltd and Co-Founder of regenerative think-tank Project: Moonshot



Juhi Naaz

Operations & Sustainability Coordinator

Juhi has a background in sustainable procurement (Auckland Transport) and accountancy



Gareth Cronin

Fractional CTO

Gareth has built, led, and grown teams in some of New Zealand's most dynamic software companies (Xero, Orion Health, Air New Zealand, Vista Entertainment).



[Name Withheld]

AI Engineer

Experienced Engineer in Intelligent Automation more than seven years of expertise in developing innovative automation solutions across Banking and Finance, HR, and Healthcare sectors. Successfully led over 75+ RPA processes alongside AI/ML technologies, driving up to 90% effort reduction and significantly enhancing ROI.



Gazelle Garcia

UX Designer

UX designer with over 10 years of experience creating User-centered digital products across industries like Legal Tech, AI, Storage, and Brings a thoughtful, human-first approach to every project—simplifying complexity, improving usability, and delivering designs that make a real impact.

The Team (International)



Nikhil Ambani
Dubai

Fractional CFO

20+ years in Commercial, Operations, Delivery, Project / Business Controls and Project Management leadership roles in USA and NZ.



Rich Woods
Warsaw / EU

Commercial Advisor

Rich is a global advisor on fundraising. As part of Tech to the Rescue he has an extensive international tech network and is active in the AI for Good community. His expertise is helping impact businesses and organisations raise funding.



Renee Lai
London

Energy Ecosystem Researcher

Renee is a graduate from QMUL where she completed a dissertation applying a Node-Based Impact Prioritisation (NBIP) Model to the U.S. renewable energy system, quantifying how different actors contribute to closing the 2050 capacity gap. Renee is keen to test her model on other stakeholder networks such as Queenstown



Georgia-Rae Taylor
London

Sustainability Comms
Strategist

Georgia-Rae is the Founder of Common Ground, a sustainability and communications agency in the UK. She works at the intersection of sustainability expertise and strategic communications- translating complex challenges into clear frameworks, compelling narratives, and programmes that drive both impact and growth.

Sector expertise: fashion and FMCG

Advisory Rōpū



Dr. David Ermen
Stewardship strategist
and mentor to
sustainability-focused
start-ups

David has supported companies through MBIE Innovation Grant applications, board governance establishment, and international expansion strategies. His expertise lies in connecting the dots across complex systems to help founders articulate their strategic value propositions and build structures for sustainable growth.



Dr. Christine Woods
Director Aotearoa
Centre for Enterprising
Women

Chris is the Theresa Gattung Chair for Women in Entrepreneurship at the University of Auckland and teach entrepreneurship and business growth in the Faculty of Business & Economics. She is also part of the directing team for The ICEHOUSE Business Growth Programmes and facilitate the Owner Manager Programme. Her research interests are in the areas of Women in entrepreneurship, SME and family business, social entrepreneurship, Māori entrepreneurship and entrepreneurship education.



Dr. Michael Lakeman,
NZ Clean & Deep
Tech

Previously on Project: Moonshot Governance Board Michael worked globally in a wide range of contexts, from within a fortune 100 enterprise to being employee #2 at a fast growing start-up. Michael created and delivered biofuel strategy for Boeing and has a PhD in plant-based biology.



Debbie O'Byrne, MBA,
NZ Author, Founder,
Thought Leader

Previously on Project: Moonshot Governance Board. Co-Founder of Planet Price with deep experience in sustainability and circular economy consulting across the Asia-Pacific region and internationally. Led initiatives with government departments, councils, NGOs, and private sector clients.

Advisory Rōpū Cont.



Jason Ennor, NZ
Technology
entrepreneur with
experience in scaling
internationally

Co-Founder, Co-CEO and Director
at MyHR (NZ, Australia, Canada).
New Zealand Macquarie Graduate
School of Management.



Teina Boasa-Dean
(Ngāi Tūhoe), NZ
Māori Kuia (Elder)

Teina worked with Juhi as an advisor on Project: Moonshot. Teina has 30 years' experience in environmental science, ecological development, and waste management. She is currently a Māori Soil Science Research Advisor, Iwi archivist and historian and Te Reo Māori Community Language Commission



Priti Ambani, UAE
Technology &
Innovation

Regional Head - UAE and Oman at
Tata Consulting Services

Priti was Co-Founder of
Project: Moonshot (2020-25) with
Juhi and is now leading TCS in the
Middle East & Africa; TCS is an
Indian multinational technology
company specializing in information
technology services and consulting.



Joanne Sawicki, UK
Media & Digital
Entrepreneur, Global
Network

Joanne is a digital-health, media and circular economy entrepreneur with a passion to invest in and promote businesses that are profitable whilst “doing good”. An award-winning journalist, producer, and CEO, (News Ltd, Channel 9 Australia, BBC, and Sky TV), Joanne founded Channel Health – Europe’s first health website and interactive television channel which floated on the London Stock Exchange.



Thank you * Ngā mihi nui

Juhi Shareef, Founder

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