

Speaker Bio

Liza Murphy leads the work at FSC to deliver services focused on developing and supporting market demand and trademark protection globally. This business unit ensures that effective and credible strategies are developed to capitalize on the growing recognition of the power of the FSC Brand in the global marketplace. She has a degree in Industrial and Labor Relations from Cornell University and a Certificate in Conservation Biology from Columbia University and is based in Bonn Germany. l.murphy@fsc.org

Liza Murphy is the Managing Director of FSC Global Development, a new business unit founded by the FSC AC with offices in Bonn alongside the FSC International Center. FSC Global Development leads the efforts to continue development of the growing recognition and demand for the products from FSC Certified forests globally. She is establishing a team to provide services to the certificate holder community, corporations supporting FSC, and development and implementation of an integrated brand management strategy.