

Charmaine Che

Sustainability Strategist (Freelance)

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London, United Kingdom | Lisbon, Portugal

British Citizen | Hong Kong Permanent Resident | Australian Citizen

Background

- Charmaine is an independent advisor with a focus on climate, conservation and systems change. She has 10 years' experience in sustainability and strategy consulting and has recently set up her own freelancing business, helping organisations lead the way towards a resilient and regenerative future
- Through Regenomix (www.regenomix.com), Charmaine works as a thought partner in strategy, research, organisational and systems change for complex sustainability challenges. She collaborates with a network of associates across Europe and Asia who work with and for consultancies, businesses, financial and academic institutions, consortiums, and I/NGOs to create the large-scale changes needed in the system
- Charmaine has an MA(Hons) in International Relations and Social Anthropology from the University of St Andrews, advanced certificate in Climate Financial Risks and Opportunities from Imperial College, and is currently a learning fellow in Regenerative Systems at ETH Zürich's Systemic Design Lab
- Charmaine has lived and worked in Australia, HK, China, UK, USA, South Africa, Switzerland, India, the Nordics, and Iberia, and speaks five languages, including English, Cantonese, Mandarin, some German and Portuguese
- Outside of work, Charmaine enjoys being in nature and working with her hands through ceramics, marine conservation, and DJing

Functional Skills

- Climate strategy & implementation
- Systems change and sectoral collaboration
- Circular economy strategy
- Human and planetary-based design
- Project design and delivery
- Multi-stakeholder management
- Organisational strategy
- Operating model design
- Business model creation
- Financial modelling, business cases
- Partnership and funding strategy
- Data analysis

Sector Experience

- Ocean conservation
- Disinformation / progressive politics
- Food and agriculture sector
- Financial services
- Heavy industry (steel, bearings)
- Energy (incl. renewables)
- Consumer Goods & Services
- Retail (incl. Fashion)
- Health (incl. Pharmaceuticals)
- Ocean conservation
- NGOs and third sector
- Public Sector (incl. justice and policing)

Project and Work Experience

Independent Contractor, Regenomix (Mar 2024 – Present)

Network design for a global climate movement | Global Strategic Communications Council and Meliore Foundation x Bramble (Jul 2024 – Apr 2025)

- Lead the design and transition of the leadership team and network operating model for a foundation that hosts decentralised networks centred on strategic communications, to enable them to grow their portfolio of work and increase political space for progressive decisions on climate, energy and nature

Navigating the complexity of the new energy order | Aker Solutions x Systems 7 – Oslo, Norway (Oct 2024 – Feb 2025)

- Guide the new energy team to map out the winning strategies in shifting from a hydrocarbon-based energy system to an electron-dominant integrated system

Net Zero Business Transformation 7-part webinar series | The UN Global Compact Network UK x 103 Ventures, Global (Mar 2024 – Jul 2024)

- Develop the technical guidance for a UNGC webinar series to give CSOs, sustainability leaders, and their teams the practical tools and guidance they need to implement transformative climate action in their organisations ([see portfolio](#))

Principal, Xynteo | London, United Kingdom (May 2021 – Oct 2023)

Accelerating the ESG strategy for a global bearings manufacturer | SKF – Gothenburg, Sweden (Jul 2023 – Oct 2023)

- Design a 2-day immersive strategy workshop to equip the Top 200 leaders in SKF to activate and work through the dilemmas of their ESG strategy

Financing for circularity in Europe's food system | Santander – Madrid, Spain (Jan 2023 – Jun 2023)

- Lead an innovation project (which spun out of Xynteo's Europe Delivers coalition), bringing together the bank's green finance stakeholders to accelerate the circular economy, exploring use cases across the food value chain

Programming and management of a pan-Nordic Sustainability Summit | Nordea – Helsinki, Finland (Jun 2022 – Nov 2022)

- Curate the content programming for cross-industry C-suite leaders and policymakers to accelerate financing for the sustainability transition

Decarbonising India's steel sector with a 2030 green hydrogen strategy | Tata Steel Ltd. – Jharkand, India (Nov 2021 – May 2022)

- Develop a 10-year strategy to create a market for green hydrogen through Blast Furnace and DRI steel production routes, to enable >50MTPA CO₂e reduction, maintain supply chain stability and achieve 26% greater returns vs. BAU

COP26 strategy and programming for a multi-portfolio renewables investment fund | Aker Horizons – London, UK (May 2021 – Nov 2021)

- Design the COP26 narrative strategy, partnership model, and opportunity map for a Norwegian renewable energy company

Sector co-lead, UNFCCC High Level Climate Champions for COP26 | London, UK (Dec 2020 – May 2021)

- Rally consumer sector industry and non-state actors to join the Race to Zero and outline decarbonisation pathways and breakthrough targets to inform policy agendas

Strategy Consultant, Accenture Strategy | London, United Kingdom (Mar 2017 – May 2021)

Net Zero strategy implementation | BP – London, UK (Jan 2020 – Dec 2020)

- Design for the energy transition and drive central integration of BP's Net Zero 2050 programme, with a focus on commercial optimisation, organisation design, executive selection and transition, and data architecting (63,000 FTEs, \$22bn cost in scope)

Ocean conservation NGO organisational design (with Accenture Development Partnerships) | TBA21 Academy – London, UK (May 2019 – Sep 2019)

- Lead the setup of a new organisation entity, defining their value proposition, funding and partnership model, and strategy

Business case for a zero-based organisation (ZBO) | Global FMCG – Lausanne, Switzerland (Oct 2018 – Apr 2019)

- Manage the zero-based cost optimisation programme of a global Finance function (c.4,000 FTEs across ~50 markets)

Court reform for the Civil and Family jurisdictions | Judiciary of England and Wales – London, UK (Dec 2017 – May 2018)

- Work with Heads of Jurisdictions and senior leadership judges to oversee the design of judicial digital reform and release a document for consultation with the whole judiciary (c. 20,000 judges, magistrates & panel members)

Digital forensics value chain analysis and scaling model | West Midlands Police – Birmingham, UK (Aug 2017 – Nov 2017)

- Review the end-to-end digital forensics capability in the force and recommend a blueprint for their digital investigations value chain; gained full buy-in from the Assistant Chief Constable and Heads of Department

Operating model and change strategy | Africa's largest FMCG – Johannesburg, South Africa (Mar 2017 – Jul 2017)

- Design the enterprise transformation programme and business simulation for ExCo-1

Design Researcher, Sense Worldwide | London, United Kingdom (Sep 2015 – Feb 2017)

- Conduct qualitative ethnographic field research to inform go-to-market strategies for retail and FMCG companies
- Manage a longitudinal global research community of creative consumers for a US-based audio tech company