

Gerald Prolman

President
Everland IIc



Opening and Closing Remarks, Save the Forests

Abstract

Mr Prolman is introducing the Save-The-Forest Symposium within the Zug Impact Summit and will explain the importance of bringing experts with different expertise together in Zug to successfully help conserve our forests, the lungs of our plants.

Biography

Mr Prolman is a serial entrepreneur living in New York. He has a 39-year history building brands for consumer product companies. Over nearly four decades, Gerald has created international demand for new product concepts and established several new market segments with a common theme that joins for-profit and cause-related business interests. As of April 2017, Mr Prolman was named the president of Everland, a marketing company representing high-impact forest conservation projects in Africa, Asia and Latin America that protect wildlife and enhance the well-being of local forest communities.

In 2004, Mr Prolman became the advisor to Wildlife Works, and in 2008 he joined the company and served as EVP of Business Development until March 2017. During this time Wildlife Works became the first company to achieve verification under the Verified Carbon Standard (VCS) resulting in the issuance of world's first REDD+, verified emission reductions (VERs) aka offsets or carbon credits. Mr Prolman was responsible for the Wildlife Works' strategic partnerships and led the business development team credited with being the first in the forest conservation sector to monetise the new, REDD+ VER asset class.