

Chris Tobias

Professional Background

Motivation.

As the founder and Lead Strategist at Forward, Chris has a passion for innovation and leadership. Originally heralding from Chicago, he's been active since 2003 around issues of sustainable development. His specialty is transforming the challenges of our time through forward-focused strategies. Rather than seeing obstacles, he is a lateral thinker who focuses on opportunity. The future will be about creating "thrivability" rather than making existing systems less bad. Chris has consistently pushed this tangent by inspiring his clients, and also by influencing public opinion Celsias.com and many other media outlets. He also guest lectures at National University of Singapore School of Geography.

Ability.

Areas of expertise include design, communications, business development, project management, and systems thinking. A confident public speaker, Chris has given talks on green building, permaculture, energy issues, and green tourism, contributed to numerous publications and websites, as well as being a published author.

Experience.

His client work has involved numerous projects for SME's, MNC's, NGO's, community groups, as well as government agencies. He is flexible and can adjust to dynamic and challenging environments. With well-honed skills in development plans, research, industry toolkits, project management, stakeholder management initiatives, editorial work, business strategy, content production, communications, interviews, copywriting, and web focused solutions — Chris brings a wealth of experience to any project.

Depth.

Outside of work, he has readily given his time to numerous green causes wherever he's lived. He is a keen outdoor enthusiast, spending much of his free time outside. Since his early 20's, he has embraced the philosophy of Voluntary Simplicity, one that recognizes the notion of non-materialism and having "enough" in one's life. He is also inspired by Buddhist teachings as well as Taoism. Since 1999, Chris has been vegetarian. On the travel front, he has visited around 25 countries across Europe, North America, and Asia-Pacific.



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•Begun in 2008 in Auckland, Forward was created to focus on innovative solutions to complex challenges. The concept arose to move beyond “sustainability” and doing “less bad”, to creating a thriving world by doing *more good*. Forward’s operations have now expanded to cover the Asia Pacific Region based in Singapore.

•**Career/Client Work:** Interfaceflor, Wood Holmes, iLight Marina Bay Festival, Burson Marsteller, Singapore Energy Market Authority, Wood Holmes, numerous green business related websites, Kranji Countryside Association, HB Media, Celsias, New Zealand Institute of Chartered Accountants, Organic Explorer, Sustainable Business Network, Green Globe, Auckland City Council, BRANZ, Waitemata District Health Board, and New Zealand’s only CSR focused consultancy.

•**Leadership and Visibility:** Reuters feature on iLight Festival on numerous worldwide media channels, Speaker at Asian Youth Energy Summit 2010, Guest Lecturer at National University of Singapore School of Geography, Correspondent at Business for Environment Summit (2010) and CSR-Asia Conference (2009), Presenter at Green Drinks (x2), Forward Thinking event organiser, multiple features on Reuters.com, Rotary Ambassadorial Scholarship Finalist

•**Cultural Experience:** US Citizen, New Zealand Resident with interest in travel and international issues; experience in 25+ countries

•**Thought Leadership Series:** International interview series with thought leaders including: Tim Flannery, David Holmgren, Gunter Pauli, Dr. Ron Coleman, Jane Henley, Michael Braungart, Jaime Lerner, and others.

•**Publications:** Correspondent for Eco-business.com, blog editorial on Celsias and Forward Thinking, columnist for the award-winning Idealog magazine, contributor to Good Magazine, Tourism News, NZ Business Magazine, and published author of *Satellite Life*

•**Educational Background:**
BFA Design, Harrington College of Design (USA)
Certificate Permaculture Design, PINZ (NZ)

•**Skillset:** internet technology, applied earth building, living systems thinking, permaculture, product stewardship, green design, energy conservation, sustainable living, climate change and adaptation

•**Volunteer History:** 350 Singapore, Nexus, New Zealand AIDS Foundation, Trade Aid, ANewNZ, E-Waste Day, Greenfleet, SBN, Rotary International, Chicago Center for Green Technology, Foresight Design Initiative, and the City of Chicago



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Singapore sees the energy efficient light

Singapore's Marina Bay has been illuminated like never before with a spectacular night-time light-show designed to promote the use of energy efficient light bulbs. The display features a range of colorful light installations created by designers around the world. (Reuters)

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