



Claude Martin

Dr Martin was Director General of WWF International from 1993 to 2005. A Swiss national, Claude Martin was born in Zurich in 1945. His WWF career started in the early 1970s, when he lived in Central India studying the ecology of the threatened barasingha deer in Kanha National Park. From 1975 to 1978 he served as director of several protected areas in the Western Region of Ghana, before becoming director of WWF-Switzerland in 1980. Under his leadership, WWF-Switzerland emerged as one of the strongest of the National Organizations within the WWF Network.

Claude Martin joined WWF International in 1990 as Deputy Director General (Programme). Three years later, in 1993, he was appointed Director General of WWF International. Since then, he has initiated several new approaches in conservation, such as the Target Driven Programmes, as well as partnerships, for example with the World Bank and business/industry groups. He is a member of the China Council for International Cooperation on Environment and Development (CCICED) – a high level advisory body to the Chinese Government – as well as a board member of numerous other environmental bodies.