

## Rebalance Earth has Appointed Anne Reaney as Head of Commercial Strategy to Drive Market Expansion

[London, February 2025] – **Rebalance Earth**, the UK's first boutique asset manager entirely focused on **Nature as an investible asset class**, has appointed **Anne Reaney** as **Head of Commercial Strategy**. Rebalance Earth operates like a UK infrastructure fund—but instead of investing in **manufactured assets**, it restores **natural systems** to enhance value chain resilience for businesses, communities, and cities.

With nearly two decades of experience in high-growth industries, Anne brings a strong commercial mindset and a wealth of experience operating at the nexus of sustainability and value creation. Anne's role will be central to elevating nature as a viable and investible solution to reduce business and climate risks, such as flooding, drought, and poor water quality.

Leveraging **Nature-as-a-Service (NaaS)**, the company transforms ecosystem restoration into an **investment-grade** opportunity. Anne will lead the **commercial strategy and strategic partnerships** at Rebalance Earth, working closely with corporate leaders, institutional investors, and policymakers to expand the company's innovative approach.

Anne comments on her new role: *"Nature has been playing catch-up to Climate in the world of finance—present but rarely the priority. Climate finance flows hit \$1.3 trillion in 2022, while Nature-based solutions received just a fraction of that. But the tide is turning."*

*With the Kunming-Montreal Global Biodiversity Framework highlighting a \$700 billion annual gap in nature and biodiversity financing, the mandate to scale investments in Nature has never been clearer. Rebalance Earth is at the forefront of redefining Nature as critical infrastructure —integral to economic resilience, not just environmental stewardship. I'm thrilled to spearhead commercial strategies that position Nature as a valuable asset for businesses, enabling them to proactively manage risk and create long-term value beyond traditional sustainability narratives."*

Welcoming Anne to the team, **Rob Gardner, CEO and Co-founder of Rebalance Earth**, added: *"Anne has a unique talent for turning innovative ideas into viable business strategies. She understands how to align Nature with corporate priorities, ensuring businesses don't just see it as a 'nice-to-have' but as fundamental to their resilience and profitability. Under her leadership, we will deepen engagement with institutional investors."*

Anne's appointment comes at a pivotal time as Rebalance Earth prepares to launch its new fund, with a vision to scale to £10 billion over the next decade. By monetising ecosystem services, the company is proving that restoring Nature can generate stable, risk-adjusted returns.

In the last six months, **Rebalance Earth has expanded its senior leadership team**. This expansion reflects the company's ambitious growth trajectory. In the past six months, the company has also appointed:

- **Kirsty Wilman as Chief Operating Officer**, responsible for launching the fund, and day to day operations of the firm.
- **Eoin Murray as Chief Investment Officer**, utilising his expertise in sustainable finance to drive investment into Nature-based solutions.
- **Professor Neil Entwistle as Head of Science**; he is a leading authority in river restoration and climate adaptation.

**-ENDS-**

**Notes to Editors:**

**About Anne Reaney**

Anne Reaney is a seasoned commercial leader and sustainability strategist, with 18 years of experience across finance, sustainability, and technology. With a Master's in Sustainability, she has held global leadership roles at Persefoni, Truvalue Labs, and IHS Markit (now S&P Global), helping financial institutions integrate \*\*ESG and impact-driven investment strategies.

**About Rebalance Earth**

Founded in 2023, Rebalance Earth is a boutique asset manager dedicated to investing in Nature as business-critical infrastructure. The firm restores landscapes and watersheds to protect companies, communities, and cities from climate-related risks such as flooding, drought, and water pollution. Unlike traditional conservation models that focus on carbon credits, Rebalance Earth monetises ecosystem services through Nature-as-a-Service (NaaS) contracts, integrating Nature into corporate risk management strategies.

Rebalance Earth is 75% employee-owned, with 25% held by the West Yorkshire Pension Fund (WYPF) —reinforcing its long-term commitment to integrating Nature into mainstream investment strategies.

Contact Information:

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To arrange interviews with Anne Reaney or Rob Gardner, or for additional media assets, please contact bianca.capstick@rebalance.earth