



Maximilian Martin

Global Head of Philanthropy, Lombard Odier Group

Biography

Dr. Maximilian Martin serves as Lombard Odier's Global Head of Philanthropy and led the ICRC's "Program for Humanitarian Impact Investment" transaction ("humanitarian impact bond," 2017-2022) for co-sponsor Lombard Odier. He is also a Senior Fellow at the elea Center for Social Innovation at IMD Business School. One of Europe's impact pioneers, Max created Europe's first university course on social entrepreneurship (2003), Europe's first philanthropic services and impact investing offering at a bank (UBS, 2004-2009), coined "impact economy" and "corporate impact venturing," and founded Impact Economy (2011). He also wrote the UK Cabinet Office Primer "Status of the Social Impact Investing Market" for the first G8 conference on impact investing (2013). Max's passion is value creation and industry transformation; just like in prior projects such as "Creating Sustainable Apparel Value Chains" (2013), "Energy Transition Fast Forward! Scouting the Solutions for the 80- 100% Renewable Economy" (2015), or more generally work on the sustainability turn in finance, he thinks that impact investing can help innovate capital allocation for the public good. Max holds an MA from Indiana, an MPA from Harvard and a PhD from Hamburg. His book "Building the Impact Economy: Our Future, Yea or Nay" (Springer, 2016) develops a comprehensive framework for creating sustainable new business approaches.