

James Michael David Beiny

Head of Sustainability | ESG Strategy & Reporting | Carbon Management

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PROFESSIONAL SUMMARY

Sustainability leader with 4+ years building ESG programmes, at first as a consultant before moving in-house. Prepared ESG submissions that contributed to contract wins worth over £5 million, elevated an EcoVadis rating from the 57th to 74th percentile, and delivered an ESG training programme to a ~1,500-person workforce. Expertise spans CSRD-aligned double materiality assessments, carbon accounting (scopes 1–3), sustainability reporting and environmental regulatory disclosure. Adept at communicating complex data for specialist and non-specialist audiences, a skill honed through nearly four years as a medical writer.

CORE COMPETENCIES

- ESG Strategy & Governance
- CSRD / Double Materiality Assessments
- EcoVadis & CDP Ratings Management
- SECR & ESOS Compliance
- Net Zero Strategy
- GHG Protocol Carbon Footprinting (Scopes 1–3)
- ESG Reporting (GRI, SASB, CSRD and TCFD)
- Supplier ESG Assessment & Engagement
- ISO 14001 / Environmental Management Systems
- ESG Training Programme Design & Delivery

CAREER HISTORY

Head of Sustainability (Pro Bono) | Meaningful Planet

Jul 2025 – Present

Building the sustainability function of a purpose-driven telecoms start-up.

- Leading the company's first carbon footprint (scopes 1–3) in line with the GHG Protocol, establishing a baseline to monitor emission reductions in pursuit of net zero.
- Collaborating with the CEO and Head of Customer Success to create the company's inaugural 2025 Impact Report.
- Guiding completion of the B Impact Assessment and reviewing key documentation for B Corp certification.

Head of ESG | Ward Security

Aug 2025 – Dec 2025

Promoted from ESG Manager; made redundant when Ward was acquired.

- Defined the company-wide ESG strategy: articulated focus areas, quantifiable targets, KPIs and action plans based on double materiality outcomes, securing board-level sign-off.
- Authored ESG data submissions for public- and private-sector bids, directly contributing to contract wins worth over £5 million.
- Produced the 2024 ESG Report, improving the depth and quality of disclosure relative to the prior year.
- Developed a supplier ESG assessment tool using 12 criteria to quantify performance, identifying top performers and flagging high-risk suppliers.

ESG Manager | Ward Security

Apr 2024 – Aug 2025

Owned the full ESG agenda, covering strategy, governance, regulatory compliance and supplier engagement, for a leading UK private security provider (~1,500 employees).

- Conducted a CSRD-aligned double materiality assessment to determine Ward's material ESG topics.
- Elevated the EcoVadis rating from the 57th to 74th percentile, securing a Bronze medal in the 2025 reassessment.
- Led Ward's 2024 carbon footprint, including the company's first comprehensive scope 3 emissions assessment.
- Designed and launched a company-wide ESG training programme: 882 of 1,511 employees (58%) enrolled in Year 1, achieving a 100% completion rate.
- Supported ISO 14001:2015 external surveillance audits by maintaining environmental documentation and emissions data.
- Prepared annual SECR and ESOS submissions in line with UK regulatory requirements.
- Collaborated with Finance, Operations, HR and other departments to deliver ESG projects, including the Supplier Charter and EcoVadis reassessment. Secured buy-in from teams with minimal or no prior ESG knowledge.

Sustainability Consultant | Simply Sustainable

Jul 2022 – Nov 2023

Delivered sustainability projects for SMEs and corporates across multiple sectors; supported business development through proposal writing.

- Calculated carbon footprints for clients in accordance with the GHG Protocol Corporate Accounting and Reporting Standard and sector-specific standards, including PCAF.
- Prepared TCFD-aligned climate disclosures, including physical and transition scenario analyses and stakeholder workshops to assess financial materiality.
- Completed CDP Climate Change questionnaires for several clients.
- Produced sustainability reports aligned to GRI and SASB frameworks.
- Developed bespoke ESG strategies with quantifiable targets, KPIs and action plans.
- Informally mentored junior consultants in project delivery, technical content and workload management.

Sustainability Consultant | Sustainable Advantage

Mar 2022 – Jul 2022

Early-career consulting role delivering ESG projects for clients ranging from SMEs to multinational organisations.

- Assessed clients' baseline ESG performance and devised tailored action plans.
- Authored sections of sustainability reports aligned to global ESG frameworks.

Medical Writer | OPEN Health

Sep 2020 – Mar 2022

Produced medical education materials across neurology, immunology and oncology for specialist and lay audiences.

- Served as the primary scientific contact for pharmaceutical clients, ensuring accuracy, brief alignment and on-time delivery.
- Applied instructional design principles to translate complex clinical data into impactful learning materials.
- Mentored five junior medical writers in writing quality and stakeholder engagement.

Medical Writer | Publicis Health

Jul 2017 – May 2019

Wrote and adapted scientific content for pharmaceutical clients across multiple therapy areas.

- Distilled clinical trial data into clear and engaging materials for specialist and non-specialist readers.

EDUCATION

MSc Sustainable Development

2019 – 2020

University of Exeter | Distinction

MSci Natural Sciences

2012 – 2016

(Synthetic Organic Chemistry & Brain, Behaviour and Cognition)

University College London | 2:1

A Levels

Geography (A*), Spanish (A*), Chemistry (A), Biology (B)

GCSEs

9 GCSEs from A* to B, including Maths (A) and English (A)

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Carbon Management — ISEP Certified Course (GEP Environmental)

Jun 2023

Pathways to Net Zero — ISEP (100% score)

Mar 2023

Associate Membership (AISEP) — ISEP (97% score)

Jan 2023

ADDITIONAL

Languages: English (Native), Spanish (Fluent)**Volunteering:** Nature Writer & Newsletter Producer, Voices for Biodiversity (Jan 2019 – Present)**Publications:** ["Beaver Believers: Reintroducing Beavers to Britain"](#), Voices for Biodiversity, Apr 2024["An Interview with Wildlife Biologist Joan E. Berish"](#), Voices for Biodiversity, Feb 2023