



## ICAC's 82nd Plenary Meeting

International Hotel  
Tashkent, Uzbekistan

**29 Sept - 3 Oct 2024**



**Ms. Tina Stridde**

Tina Stridde is the CEO of the Aid by Trade Foundation, the umbrella organization of several standards for sustainable fibers such as Cotton made in Africa, Regenerative Cotton Standard, and The Good Cashmere Standard.

Tina Stridde has a degree in business administration with a major in communication. She studied in Pforzheim, Paris, and Charlotte (USA). After her exam she worked for an international network of advertising agencies as a strategic planner.

In 2000, Tina joined the Otto Group as advisor of the Textiles Departments in matters of marketing and customer relations, followed by assignments in product management and marketing in several multi-channel companies of the Otto Group. Prior to joining the Aid by Trade Foundation 2008, Tina was responsible for sustainable products and sustainability communication within the Otto Group's environmental and social policy department. In 2010, Tina was appointed Managing Director of the ATAKORA GmbH, a for-profit company responsible for the promotion of the Aid by Trade Foundation's standards to the textile industry.

Tina has been the head the Aid by Trade Foundation since 2016. Since 2017, she has served on the Supervisory Board of the World Future Council as vice-chairwoman of the Board, and since 2023, as Advisory Council of the Society Network.