



GACIA APIKIAN – The Purpose-Driven Advocate

Manager
Sustainability Governance & Strategy

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Gacia Apikian is a purposeful executive with over 10 years’ experience in sustainability strategy development, management, and reporting, as well as corporate communications and marketing strategy and content development. Certified in Sustainable Business Strategy and Global Reporting Initiative (GRI), she is driven to help organizations set sustainability as a strategic priority to support value-creation through environmental and social responsibility.

« *A company without a purpose is like an explorer without a compass, moving forward without direction. I believe my purpose is to help organizations find theirs to reap long-term business value and sustainable growth. I help companies understand the business case for sustainability and set winning governance structures and strategies. My job is to empower my clients so that they no longer need me.* »

Sustainability is transforming the world we live in. Governments, businesses, NGOs, and consumers are more in tune today than ever before. The UN Sustainable Development Goals are driving legislation, government and public interest, and impacting business strategy across the globe, which in turn is changing markets and industries entirely. Businesses, brands, and products that are unable to keep up and step up are disappearing and new sustainable alternatives popping up to take the limelight.

I am an avid believer in the power of purposeful business and the role companies must play to reduce negative impacts and increase positive contributions to the economy, environment, and society. My objective is to help create business value and sustainable growth while securing the needs of future generations.

I will help you craft your purpose, set your sustainability governance structure, put in place a robust sustainability management system, engage your stakeholders, identify your impacts, develop your strategy, set your commitments, and report your progress.

ABOUT GACIA

Gacia began her career at INDEVCO in 2010 in Corporate Communications, prior to which she worked as an Administrative Assistant to the CEO of Antaki GPPK, an electronics distributing group based in Lebanon. Over the course of five years, Gacia was responsible for developing internal and external online communications for the multinational group from news articles, newsletters, press releases, and internal communications, to integrated communications campaigns and social media management.

In 2015, Gacia took on the role of Content Head at Mediapak B2B, a member company of INDEVCO focused on B2B marketing and advertising. During this time, she was responsible for developing the content strategies, concepts, branding, and copywriting for all client B2B marketing.

In 2016, Gacia transitioned to the Global Communications Department where she grew her knowledge and skills in sustainability, acquiring the GRI Standards Training Certificate, collecting and analyzing sustainability data across functions and over 75 operations worldwide, and developing GRI-based reporting. In 2019, Gacia was appointed Global Communications and Sustainability Manager and assumed responsibility for the Department and setting the sustainable strategies to drive performance. Since then, she has helped position sustainability at the forefront of business priorities across all operations in the Middle East and North Africa, Europe, and the U.S.

In 2019, the UN Global Compact awarded INDEVCO’s sustainability program the ‘SDG Milestone Award’. In addition, Gacia’s efforts to progress the UN Sustainable Development Goals (SDGs) across companies she works with landed her in the top four finalists of the ‘Young SDG Pioneers Award’ in 2019.

QUALIFICATIONS

Education

MBA in Management & Marketing, Notre Dame University - Louaize (NDU), Lebanon, 2014

BBA in International Business Management, NDU, 2004

Professional Certifications

Certificate in Corporate Sustainability & Innovation Certification, Harvard Extension School, In-Progress

Certificate in Sustainable Business Strategy, Harvard Business School, 2020

Certificate in Global Reporting Initiative - GRI Standards, FBRH Consultants, 2017

Creative Thinking – DeBono Thinking Hats, Starmanship, 2012

Certificate in Marketing Writing Bootcamp, MarketingProfs University, 2011

EXPERTISE

Sustainability Governance

Sustainability Strategy Development & Management

Materiality Assessment

Stakeholder Engagement

Sustainability Training Development & Delivery

GRI Reporting

Sustainability Data Automation

Corporate Communications

Integrated Marketing