



Vice-President
(technical management), Denmark

Jacob Holmblad was appointed ISO Vice-President (technical management) for the 2008-2009 term. Mr. Holmblad was Managing Director of Danish Standards (DS) from 1991 until the end of 2009. Before joining DS, he had a long-standing experience within the Danish Ministry of Energy (1973-1991), including

ten years as Deputy Managing Director of the Danish Energy Agency. His career also includes commitments within the Danish Government such as Acting personal assistant to the Minister of Industry (1974-1978). Mr. Holmblad has also been involved in the board of several entities, such as the Danish Energy Society (Vice-Chairman), the Wind Turbines Capital Fund Ltd. (Vice-Chairman and Chairman), the Danish-Chinese committee for technological and scientific cooperation (Member 1997-2008), the Danish Energy Regulatory Authority (Deputy Chairman), the Science Park of the Technical University of Denmark (Chairman) and the Danish Innovation Centre (Vice Chairman). From 2000 until 2004, Mr. Holmblad was Vice President Technical of CEN.



Treasurer,
Switzerland

Julien Pitton was appointed ISO Treasurer for the 2008-2010 term. Since late 2004, Mr. Pitton has been an independent advisor specialized in the governance and implementation of strategic entrepreneurial initiatives.

Previously, he held senior positions in the banking sector,

including: Executive Director, Entrepreneur Office at Banque Ferrier Lullin, Geneva; Head of Marketing & Key Account Management Equity Brokerage Europe within Group BNP Paribas, London; Head of Corporate Finance Group within Group Paribas Investment Banking, London; Mergers & Acquisitions Manager for Switzerland and correspondent Manager for Asia/Hong Kong and Member of the European Banking & Financial Institutions Group at the Advisory Department of Group Paribas, Paris. Mr. Pitton holds a Social & Economic Degree in Business Administration from the Geneva University. In Switzerland he also studied at the International Institute for Management Development - IMD; in the USA at Stanford University; in the United Kingdom at the London Business School; and in France at the École des Hautes Études Commerciales – HEC.



Secretary-General

Rob Steele took up the post of ISO Secretary-General on 1 January 2009. He was the Chief Executive Officer of Standards New Zealand (SNZ) until 2007. He is a Chartered Account-

ant, a member of the New Zealand Institute of Directors, and a Fellow of the New Zealand Institute of Management. Rob was also Secretary of the Pacific Area Standards Congress (PASC) from 2002 to April 2007. During his tenure as CEO of the New Zealand standards body, he represented SNZ on ISO's governance bodies where he was involved in developing policies on the global relevance of International Standards and led an ad hoc group to develop recommendations on ISO's strategy on management system standards. Prior to joining SNZ, Rob was Chief Executive of an electricity distribution company in New Zealand for eight years and worked in New Zealand and Canada in financial audit and advisory services for an international accounting firm for 18 years. He has also served as a director of several companies in the manufacturing and service sectors during his career.