

## **STEVEN R. PEACOCK**

**I have devoted my career to finding solutions for socio-economic issues such as blighted inner city real estate, low-income affordable housing, investment banking services for the micro-cap and start up business community and now, I find myself at the helm of the Green Globe Brand.**

**I have accumulated experience in 4 different sectors:**

### **Commercial Insurance**

I started my business career with a twelve-month training program at the internationally renowned Lloyd's of London insurance marketplace. I participated in the placement of various insurance orders from the U.S. for property, liability and marine coverages. I eventually became a vice president of a NYSE listed international insurance brokerage before deciding to pursue an entrepreneurial path.

### **Real Estate Development**

I chose real estate and I focused initially on distressed properties, where the rehabilitation of the property provided a direct benefit to the surrounding community. Later, I became a developer of raw land in the path of growth in Southern California. My project experience includes land assemblage and master planning, the rehabilitation of distressed properties in the inner city, and affordable housing for low-income families including farmworkers. To successfully complete these projects, I became knowledgeable as to identifying and utilizing state and federal subsidies, grant financings, shared appreciation mortgages and federal tax credits.

### **Investment Banking**

I then took my real estate development company public and registered it with the SEC as a Business Development Company (BDC) for the purpose of raising capital. I centered my attention on identifying emerging growth investments

in startup companies and turnaround projects. By analyzing the opportunity, the management and capital structure, the financing need and the regulatory requirements, I developed an understanding of how to structure and close a capital raising event. In doing so, I have built a broad network of advisors, partners, and service providers such as legal, accounting, insurance, online marketing, public relations, and funding sources.



## **Green Globe Limited (UK)**

In 2008, I acquired controlling interest in an existing UK company, Green Globe Limited, through one of my public companies. With global trademark rights to the name and logo and a rich history as a leader in sustainability certification, I saw an opportunity to become directly involved in the evolving environmental movement.

Currently, the Brand licenses its certification business in the travel & tourism industry to a third party and has other direct business opportunities in Europe, the Middle East, Asia, South America and Africa.

Today, Green Globe has positioned itself to become an influencer on the world stage by taking advantage of its global network to seek out opportunities outside of the certification business such as clean energy, energy efficiency, food waste management, air purification and many other aspects of sustainability that address climate change as well as job creation in support of a circular economy.

If we (mankind) are to meet the threat of climate change, it will take a more rapid takeover of power by younger generations, and the Green Globe Manifesto lays out our plan to assist in this process from the “bottom up.”

Steven Peacock, CEO  
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