

## Jim Cannon, CEO and founder of the [Sustainable Fisheries Partnership](#)



Jim Cannon is CEO and founder of the Sustainable Fisheries Partnership. He has worked on fisheries, forestry, and conservation issues in Asia, Europe, and the Americas. Jim edited the UN Food and Agriculture Organization's World Review of Marine Fisheries in the late 1990s, advised McDonald's since 2002 on their fish-sourcing guidelines and annual sourcing evaluations, and advised Walmart on seafood sustainability since 2004. He served on the Marine Stewardship Council's (MSC's) Technical Advisory Board from 2005 to 2008, and worked at Conservation International from 1997 to 2006, where he headed the economics program and then the policy centre. Jim studied ecology at Cambridge

University and environmental economics, management, and fisheries at Imperial College, London. In 2009, Jim was named Intrafish's "Person of the Year."