

**Nicholas Aster named Director Marketing, North America, at South Pole**  
*Internationally recognized marketing & sustainability expert joins leading climate action advisor*



*Nick Aster, Director Marketing, North America, South Pole*

**New York, United States, 29 January 2020** – South Pole is excited to welcome **Nick Aster** in the newly-created position of Director Marketing, North America.

Nick joins the global climate action advisor and project developer from **3BL Media** where he worked to relaunch the company's brand following 3BL's acquisition of [TriplePundit.com](https://www.triplepundit.com), a pioneering online publication reporting on corporate responsibility and sustainability, which he founded in 2005. Nick will lead the development and implementation of South Pole's regional marketing strategy for North America, one of the company's rapidly growing core markets.

*“As the groundswell of companies taking climate action across North America continues to grow and the sense of urgency around our warming world increases, South Pole is thrilled to have found a professional of Nick's caliber who shares our vision and who can cement our position as an expert sustainability solutions provider,”* says **John Davis, Commercial Director, North America, South Pole.**

Public awareness and the number of demonstrations around global warming in North America have been rising along with the mercury, creating a strong drive for more ambitious action from businesses. Working together with established partners and networks, South Pole is empowering corporate champions such as **McKinsey & Co, ALDO Group, and the New York Yankees** to realign their procurement and decision-making processes with the global climate agenda, reach



corporate sustainability commitments, and successfully build resilience in their supply chains and investment portfolios.

*“I’ve been following South Pole for many years and am thrilled to join the team. It’s a logical and inspiring next step and I can’t wait to help bring climate neutrality into the mainstream. There are very few organizations with the integrity and reputation of South Pole and it’s an honor to be here,”* says **Nick Aster, Director Marketing, North America, South Pole.**

Connect with Nick Aster on [LinkedIn](#) and read his take on the [big sustainability trends](#) shaping corporate best practice in North America.

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**Note to editors:**

- A detailed overview of South Pole’s team, activities, and business offering for North America can be found here: <https://www.southpole.com/en/sp-usa>

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**About South Pole**

South Pole is a leading advisory and provider of global climate solutions, with over 300 experts in 18 global offices. The company’s expertise covers project and technology finance, data and advisory on sustainability risks and opportunities, as well as the development of environmental commodities, such as carbon and renewable energy credits. South Pole has mobilized climate-finance to over 700 projects in emission reduction, renewable energy, energy efficiency and sustainable land-use. For more information, visit [www.southpole.com](http://www.southpole.com) or follow the company on [LinkedIn](#), [Twitter](#), and [Facebook](#).