

PATTY DEBENHAM, Ph.D.
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Summary

I am a Ph.D. who is driven, strategic, and innovative. I am excellent at developing business, telling corporate and technical stories, and integrating expert knowledge into work teams. I have 15 years' experience running large (over \$1 million), complex programs. I have successfully advanced revenue for my clients and leveraged powerful partnerships at the nexus of Fortune 500 companies (e.g., Tiffany & Co.), the federal government, and environmental groups. My goal is to help a solar company develop projects and make money while reducing global carbon emissions.

Work Experience

Debenham Consulting, San Francisco, California **Founder and President**

NorCalPV LLC, Larkspur, California **5/25-present**

Identified potential large-scale, industrial customer with capacity for 9MW rooftop solar. Established relationship within company and working in partnership with NorCalPV to scope and secure business. Regular use of Solar Advisor Model, proprietary solar financial model, Google Earth, and Sketchup.

Parks Conservancy, Golden Gate National Recreation Area, Sausalito, California **1/2010-present**

Developing strategies for flagship programs including initiative to revolutionize delivery and sale of food throughout the National Park Service.

Haas School of Business, UC Berkeley, Berkeley, California **7/2009-12/2009**

Provided strategic plan and communications roadmap to establish the Center for Responsible Business as a thought leader in the corporate social responsibility (CSR) world.

Environmental Defense Fund, San Francisco, California **5/2008-8/2009** **Managing Director, Ocean Enterprise**

EDF develops market solutions to environmental problems and is a highly successful environmental group.

Program Start-up and Management

- Created Ocean Enterprise, a \$1.2 million fisheries management consulting and innovations start-up.
- Initiated new market for sustainable fish investments to give fishermen access to capital.
- Established largest design manual, web portal, and database of 900 effective fish management systems.
- Upgraded organization's budget tracking system by designing a grant-required, project-specific process.

SeaWeb, Washington, DC and San Francisco, California **10/1997-3/2008** **Director, Coral Program ('06-'08); Director, International Programs ('98-'06); Marine Biologist ('97)**

SeaWeb is a public relations firm for the ocean that uses strategic communications and marketing techniques to influence consumer and market behavior and improve public policy.

Business Development

- Created, closed deal, and managed a \$675,000 corporate marketing partnership with Tiffany & Co., which led to increased jewelry sales for Tiffany & Co. and other leading jewelry designers.
- Persuaded Smithsonian Institution to sell sustainable coral by making corporate responsibility case.
- Convinced U.S. government to submit coral proposal to international treaty for trade monitoring.
- Achieved passage of Hawaii law by closing deal for *Fair Catch* responsible fishing campaign.
- Grew program budget five-fold—from \$166,000 to over \$1 million per year—by increasing existing grants and diversifying donor base. Conducted all work independently (SeaWeb did not have a development staff).
- Achieved 90% success rate on grant proposals. In FY2007 and FY2008 raised over \$1 million per year.

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Program Start-up and Management

- Catalyzed 4 new program areas (COMPASS, Asia Pacific, *Too Precious to Wear*, KidSafe Seafood) by leading market research, strategic assessment, program design, and funding plan.
- Designed and implemented first-ever international programs and operations for SeaWeb.

Marketing and Strategic Communications

- Generated over 100 million impressions (*Time, Bloomberg, O, WWD, NY Times*, etc.) for coral conservation with design and implementation of media strategy, brand strategy, and website (www.tooprecioustowear.org).
- Influenced creation of NBC Miami ocean show. Gave international attention (*AP, Economist, Science*, etc.) to 4 conferences; extensively researched work of 1,500 coral scientists; secured attendance of 46 journalists.

Center for Marine Conservation, Washington, DC Manager, Marine Debris Program

3/1988-6/1991

Now known as The Ocean Conservancy, CMC is the largest ocean conservation and advocacy group in the U.S.

- Recruited 100,000 volunteers to clean beaches as manager of the 1990 *National Beach Cleanup*. Improved services and communications for 26 state coordinators.
- Obtained funds to open first-ever West Coast office in San Francisco.
- Responded to more than 4,000 requests per year for materials about the problem of trash in the ocean.
- Generated over 40 million media impressions about data findings of volunteer beach cleanup work.

Science Applications International Corporation (SAIC), McLean, Virginia

1987-1988

Research Assistant

SAIC is an international consulting firm that has a large corporate environmental consulting practice.

- Created Geographic Information System (GIS) species database for West Coast Ocean Incineration Site Designation project.
- Supported government agencies to develop and implement permitting programs (NEPA, Stormwater, and Nonpoint Source Pollution Permitting for EPA, NOAA, NJ Department of Environmental Protection).

Education

Ph.D., University of California, Santa Barbara, Ecology, Evolution, and Marine Biology, 1997

A.B., Stanford University, Human Biology, 1985

Volunteer Activities and Interests

Blogger on solar industry for CleanTechies	1/2009-present
Clean Tech Open, Sustainability Fellow (sustainability advisor to Innosepra, a carbon emissions reduction technology start-up)	7/2009-11/2009
Business trainer for the Women's Initiative for Self-Employment (Spanish language class)	9/2004-12/2007
Licensed NAUI scuba instructor	7/1986
Latin American culture and language (strong in Spanish and salsa dancing)	