

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. With 15 years' experience running large (over \$1 million), complex programs, I have successfully advanced goals for companies, clients, and partners. I have leveraged powerful partnerships at the nexus of Fortune 500 companies (e.g., Tiffany & Co., Coca-Cola), the federal government, and social impact groups.

Work Experience

- Debenham Consulting, San Francisco, California** **7/2009-present**
Founder and President
- Simons Foundation, New York, New York** **12/2015-present**
 Guiding foundation to establish New York State science policy fellowship including in-depth interviews of senior State government leaders and identification of grantee to administer the program.
- Haas School of Business, UC Berkeley, Berkeley, California** **9/2014-2/2015**
 Conducted landscape analysis and strategy to show how business schools can elevate social impact.
- Council on Foundations, Crystal City, Virginia** **12/2014-4/2015**
 Led working group of Foundation CEOs to develop content for environmental issues conference track.
- Goodwill of San Francisco, San Mateo, and Marin** **8/2013-9/2014**
 Created program fundraising strategy and plan for new business opportunities in textile recycling.
- California Council on Science and Technology, Sacramento, California** **8/2013-9/2014**
 Created strategic plans for: 1) the organization and 2) its successful science/policy Fellowship program.
- Ocean Conservancy, Washington, DC** **6/2010-10/2013**
Acting Director, Trash Free Seas Program
 Created and implemented strategy for *Trash Free Seas Program* and *Alliance*, leading team of six, establishing science working group and cross-sector Alliance including corporate partnerships (Coca-Cola, Nestle Waters, Covanta Energy). Secured \$250,000 from Founding Members.
- Golden Gate Parks Conservancy, San Francisco, California** **12/2009-10/2011**
 Developed and implemented strategy for *Food for the Parks* and *Park Prescriptions* programs resulting in decision by the Director of the National Park Service to require sustainability criteria in all food contracts and major healthcare company to initiate a pilot program. Positive impact on 290 million meals per year.
- Haas School of Business, UC Berkeley, Berkeley, California** **7/2009-12/2009**
 Provided strategic plan and communications road map to establish the Center for Responsible Business as a thought leader in the corporate social responsibility 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.
- Grew program budget five-fold—from \$166,000 to over \$1 million per year.
- 90% success rate on grant proposals. In FY2007 and FY2008 raised over \$1 million per year.

Program Start-up and Management

- Catalyzed four 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, The New York 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 four conferences; extensively researched work of 1,500 coral scientists; secured attendance of 46 journalists.

Center for Marine Conservation, Washington, DC

3/1988-6/1991

Manager, Marine Debris Program

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

- 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.

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	1/2009-9/2012
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
Scuba instructor licensed by the National Association of Underwater Instructors	7/1986
Latin American culture and language (strong in Spanish and salsa dancing)	