

## KEY SKILLS + COMPETENCIES

- In-depth knowledge of human behavior and key motivators needed to drive action and change.
- Expert ability to apply behavioral insights towards communication and outreach strategies that result in effective, efficient, and impactful behavior change campaigns.
- Adept at interpreting qualitative and quantitative research results to glean relevant insights that contribute to behaviorally-informed, creative communication strategies.
- Detailed understanding of the global consumer trends impacting corporate, nonprofit & government sectors along with the latest innovations disrupting sustainability norms.
- Experienced in applying adult-centered training methodologies to in-person and online trainings so they are engaging and effective at building capacity.
- Strategic and creative problem-solving that's not divorced from implementation realities.

## WORK EXPERIENCE

### Capacity Builder + Consultant: Behavior Change for Conservation and Sustainability, January 2016 - Present

- Designed and launched an 8-week online course, *Making Moves*, that trains global conservation and sustainability practitioners to create behaviorally-informed engagement plans. I have run the course eight times, training nearly 400 participants across 35 countries.
- Deliver training workshops and strategy sessions for organizations and coalitions seeking capacity building and internal alignment on best practices for engaging audiences in conservation and sustainability initiatives.
- Support clients with developing behavior change communication strategies by conducting market research and stakeholder interviews, identifying audience barriers and motivators, designing engagement plans, and crafting messaging and outreach approaches.
- Developed and launched an on-demand short course, *Messages that Motivate*, in two languages as a lower-cost and lower intensity training alternative that provides the fundamental elements of crafting compelling messages.



### Sr. Director of Social Marketing & Behavioral Science, 2014 - 2016; Philippines Program Director, 2012-2014 Social Marketing Project Manager, 2009-2012; Director of Marketing, 2007-2008

- Led Social Marketing & Behavioral Science department to evolve Rare's methodology to include latest behavioral science insights and create efficiencies to scale impact; developed the initial BE.Center strategy.
- Responsible for successful implementation of 13 social marketing projects in the Philippines, in partnership with national and municipal government offices, that increased local fishers' positive attitudes towards and compliance of Marine Protected Area (MPA) regulations within a 2-year time frame.
- Supervised 7 field staff in the Philippines office, developing and expanding the team's internal capacity to assume responsibility of the program and office. Team continues to demonstrate highest level of capacity and results among all of Rare's field offices.
- Coached and co-managed implementation of social marketing projects in Mongolia, Lao PDR, and Thailand through partnerships with Wildlife Conservation Society and World Wildlife Fund that successfully inspired adoption of conservation behaviors and forged strong organizational partnerships.



### Account Supervisor, 2004-2007, Client: American Express

- Successfully launched a new American Express credit card, targeting a new consumer audience segment for the brand, through national TV and print advertising; played a key role in developing the unique product positioning based on qualitative research insights.
- Led outdoor implementation of American Express' US Open sponsorship, resourcefully maximizing a small budget to cover the entire subway station and train leading into the event, which resulted in high media buzz.



### Account Executive, 2003-2004, Client: British Airways

- Led the national promotion of British Airways' Wimbledon sponsorship, including partnering with Tennis Magazine to host a high-profile, week-long event in NYC's Grand Central Terminal.
- Helped promote British Airways' enhanced business class overnight service, which was one of the first airlines to offer fully flat-bed seats, by writing the creative strategy and product positioning.



### Account Executive, 2000-2003, Clients: Southern Bell Comms. (SBC), BellSouth, Pfizer

- Developed a new brand strategy for SBC with the strategic planning team, based on qualitative and quantitative research, giving SBC a stronger voice in the telecommunications market leading to their acquisition of AT&T.

## TRAINING WORKSHOPS

Organization	Description of Work	Time Period
Montgomery County DEP, Maryland	Provided training for Montgomery County's climate action team to develop stronger, action-oriented messages on climate actions residents can adopt, as part of Montgomery County's Climate Action Plan.	January 2023
World Wildlife Fund	Delivered a half-day, online workshop for multiple World Wildlife Fund (WWF) offices across the Baltic Sea region working to encourage sustainable meat and seafood consumption among consumers.	September 2022
Maine Sea-Run Fish Network	Developed a tailored program of capacity building and thematic working sessions to support multiple organizations (NGO, Gov't, Indigenous Nations, etc.) working together to address a series of challenges impacting the health and restoration of sea-run fish populations throughout Maine.	May - September, 2021
NOAA Fisheries	<ol style="list-style-type: none"> <li>Supported NOAA Fisheries' Pacific Islands, West Coast, and Greater Atlantic regions in applying behavior change concepts to specific projects experiencing conflict and resistance, such as wildlife viewing and restoration efforts, through workshops and team-based working sessions.</li> <li>Delivered a three-day training workshop for Seal Stranding network participants on developing outreach programs for sustainable wildlife viewing. Conducted online follow-up trainings in 2020.</li> </ol>	<p>March 2023, Aug 2022, Aug 2020.</p> <p>Oct 2019 - July 2020</p>

## CONSULTANCIES

Organization	Description of Work	Time Period
Smithsonian Migratory Bird Center	Developed communication strategies to encourage consumers to choose Smithsonian Bird Friendly Certified coffee and cocoa products when shopping. Presented findings and suggestions to over 60 Bird Friendly sellers and coalition members.	Aug 2022 - June 2023
IUCN and CI	Providing strategic guidance on engaging international policymakers in adding Blue Carbon ecosystems to their SDGs and convention commitments.	May - June 2023
Sustainable Wildlife Management (SWM) Programme	Worked closely with SWM's regional and central teams to develop an internal guide for implementing three behavior change strategies on achieving sustainable consumption of wild meat among rural communities residing at program sites. Providing ongoing implementation support of the strategies to the Wildlife Conservation Society's Madagascar regional team.	Jan 2021 - Present
International Fund for Animal Welfare (IFAW)	Crafted an engagement strategy and messaging playbook for IFAW's European teams in support of their "Blue Speeds" campaign to enact stricter shipping speeds to benefit whales and the climate.	April - Oct 2022
World Wildlife Fund Greater Mekong	Developed the behavior change strategy to empower and motivate tour guides in Thailand, Cambodia, and Vietnam to steer visitors towards elephant-friendly products and activities leading to the launch of the new "Mekong ProtecTOUR" campaign developed by a local ad agency.	July 2020 - June 2023
Keeping Forests	Developed a messaging playbook to be used by Keeping Forests "Champions & Leaders" to promote the value and importance of supporting privately-held forested land and its landowners.	June - Aug 2021

## SPEAKING ENGAGEMENTS

- Keynote speaker on engaging and empowering audiences, Northeast Association of Fish & Wildlife Agencies Conference, April 2024.
- Keynote speaker on using more effective messaging approaches, U.S. Fish & Wildlife Services' Bird Collision Summit, February 2024.
- Featured workshop at the ScienceTalk 2023 conference, focused on crafting motivating messages for the SciComm community, April 2023.
- Guest presenter at the Water Conservation Showcase, PHIPPS "Nature of Place" symposium, and National Park Services' webinar series, 2022.
- Keynote speaker on creating conservation movements for U.S. Fish & Wildlife Services' Social Science Summit, Feb 2020
- Guest trainer & mentor for the UN's Playing for the Planet "[Green Mobile Game Jam](#)" challenge, Feb 2020

## PUBLICATIONS

- "An understanding of trust, identity, and power can enhance equitable and resilient conservation partnerships and processes." [Conservation Science & Practice](#) (2021).
- Chapter on "Conservation marketing as a tool to promote human-wildlife coexistence", Book: [Human-Wildlife Interactions](#) (2019).
- "Changing wild meat consumption: an experiment in the central Amazon, Brazil", [Conservation Letters](#) (2017).
- "Combining social marketing with improved law enforcement to conserve tigers and their prey in Nam Et Phou Louey National Protected Area, Lao PDR." [Conservation Evidence](#) (2013).

## PROFESSIONAL ASSOCIATIONS

- Conservation Marketing & Engagement, a Working Group of the Society for Conservation Biology (SCB). *President 2019*.
- Social Marketing Association of North America (SMANA). *Board member 2016 - 2018*.