

# LAWRENCE NUSSBAUM

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www.sustainable-source.com

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## OVERVIEW

Multi-talented sustainability professional with 20+ years of leadership experience in market-based conservation and environmental sustainability.

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## SUMMARY OF QUALIFICATIONS

- Master's Degree in Social Ecology from Yale University School of Forestry and Environmental Studies
  - Co-Founder/Program Director for two regional NGOs focused on collaborative conservation strategies, environmental certification, and market-based services.
  - Team lead and project manager for over 50 environmental and social impact audits in food and agriculture, forestry, green building and land development, waste management/recycling, and other sectors.
  - Raised and managed \$4 mil in grant funding from foundations, government, and impact investors.
  - Collaborated across departments to develop outreach and education programs and produce sustainability content including CSR reports, environmental score-cards, infographics, advertising, point-of-purchase, and video production.
  - Garnered national media coverage for programs and clients, with several personal appearances on TV, radio, and print.
  - Deep expertise in sustainability issue areas (water, waste, energy, etc.) and assessment methodologies, with a track record of influential thought leadership, project implementation, and numerous national speaking engagements.
  - Facilitated multiple collaborative processes, NGO board development, strategic planning and cross-sector initiatives.
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## PROFESSIONAL EXPERIENCE

### **Consultant**

*Sustainable-Source*

January 2016 – Present

*Oakland, CA*

Independent consultant promoting supply-chain transparency, impact reduction, and related communication strategies. Developed sustainable operations plans and SOPs for emerging legal cannabis companies to achieve water, energy, waste, and carbon footprint goals, achieve regulatory compliance, and effectively communicate environmental commitment to stakeholders. Convened multi-sector working groups and educational content focused on ethical sourcing, sustainability metrics, and community collaboration within the cocoa and coffee sectors. Developed 'regenerative' supply chain project for agricultural commodities and rainforest conservation in Bahia, Brazil. Presented at several national conferences and guest lecture at Stanford University.

### **SCS Global Services (Scientific Certification Systems)**

*Marketing & Communications Specialist*

Sept 2013 – Nov 2015

*Emeryville, CA*

Led client services, thought leadership, and communications with corporate clients to increase the success of several international certification, life cycle assessment, GHG accounting, waste/recycling, and LEED9v4 services across a variety of sectors. Clients included The Home Depot Signet Jewelers, 3M, Knoll Textiles, Unifi Manufacturing, TetraPak, PGF Biofuels, others. Rolled out innovative LCA based transparency tools including Environmental Product Declarations (EDPs), Health Product Declarations (HPDs), Conflict Minerals Reporting (Dodd Frank, 1502), and FACT's sustainability rating for contract textiles (NSF/ANSI 336).

### **The Open Label Project**

*Director of Content Strategy*

Feb 2013 – Feb 2016

*Redwood City, CA*

Developed strategic partnerships and multi-sector collaborations with external organizations to contribute qualified data to Open Label, a mobile scanning app, database, and web platform for crowd-sourced reviews of bar-coded products focused on environmental and social sustainability. Partners included Google, Environmental Working Group, Consumers Union, NonGMO Project, and others. OpenLabel was acquired by Buycott in Q1 2016.

**Full Circle Organic Delivery**  
Business Development and Sustainability Manager

Aug 2011 – Sept 2013  
San Francisco, CA

Developed company-wide sustainability program including supply chain/sourcing, food waste solutions, environmental advocacy, and customer engagement for a leading organic food delivery service. Managed market relationships with corporate clients (e.g. Google, Tesla, Yahoo, Oracle, Adobe, Twitter, others) and oversaw regional sales team resulting in 100% growth in new member subscriptions. Produced digital and print communications content and videos for customer education.

**Stewardship Partners**  
*Program Director*

Feb 2003 – April 2011  
*Seattle, WA*

Oversaw deliverables for habitat restoration, storm-water projects, and market-based conservation programs with total budget of \$1.5m/year; managed RFPs, work plans, staff, consultants, client relations, and program evaluation. Supervised all Stewardship Partners communications, including technical documents and marketing materials, as well as media outreach resulting in extensive web-based, print, radio, and TV coverage.

Developed the Pacific Northwest “Salmon-Safe” regional labeling and marketing program to incentivize agricultural producers, corporate campus managers, and commercial and industrial clients to improve water conservation, runoff and biodiversity protection. Recruited 100+ participating businesses and produced successful marketing, communications and PR campaigns, resulting in national media coverage, including and several personal appearances. Clients included prominent Northwest brands such as Nike, REI, Microsoft, University of Washington, Wilcox Farms, Draper Valley, and Deschutes Brewery.

Led collaborative sustainability projects and market-based initiatives bringing together government, businesses, organizations, tribes, land managers, and food producers. Projects received national recognition, including the “White House Award for Collaborative Conservation”.

**Northwest Natural Resource Group**  
*Co-Founder/Program Director*  
*Port Townsend, WA*

Jan 1997 – Dec 2002

Co-founded NNRG and raised/managed over \$4 million from private and public foundations; oversaw project deliverables, managed staff and contractors, served as the on-record spokesperson.

Partnered with the Rainforest Alliance in launching the Forest Stewardship Council (FSC) accredited SmartWood Program in Washington State and British Columbia and facilitated growth of the nascent certified wood products marketplace and US Green Building Council's LEED certification. Convened multi-stakeholder guidelines development processes, and team lead for numerous client certification assessments included the Department of Defense Fort Lewis Army Base, City of Seattle Cedar River Watershed, Columbia Plywood, and others.

Pioneered early stage innovations in forest-based carbon credits for Greenhouse Gas (GHG) mitigation, water quality credit trading, and other ecosystem service markets.

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## EDUCATION

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**Yale School of Forestry and Environmental Studies, New Haven, CT**

Masters of Forest Science (MFS), Social Ecology and Environmental Management, May, 1997

**University of Vermont, Burlington, VT**

BS: Environmental Studies and Natural Resource Management, May, 1994

**School for International Training (SIT)**

Amazon Studies, Para, Brazil, 1992