

# LAWRENCE NUSSBAUM

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## OVERVIEW

Accomplished sustainability professional and multi-talented strategist with 20 years of demonstrated leadership helping value-based businesses and organizations create meaningful impact through innovative social and environmental initiatives.

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## SUMMARY OF QUALIFICATIONS

- Co-Founder and Program Director for two regionally-based NGOs focused on collaborative market-based sustainability.
  - Created successful cause-based marketing and communications campaigns for several food related initiatives, serving as the on-record spokesperson with national media coverage and numerous speaking engagements.
  - Developed the Salmon-Safe certification program for food and wine into a nationally recognized ecolabel.
  - Led multiple client certification, communications, and supply chain initiatives in food and agriculture, textiles, biofuels, mining/ minerals, manufacturing, and building products with SCS Global Services.
  - Launched Forest Stewardship Council (FSC) certification in the Pacific Northwest with the international Rainforest Alliance.
  - Directed sustainability strategy for successful roll-out of a \$20m+ organic food delivery service in the Bay Area (Full Circle).
  - Masters of Forest Science (MFS) in Social Ecology from Yale School of Forestry and Environmental Studies.
  - Effective and experienced communicator, collaborator, facilitator, and team builder.
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## PROFESSIONAL EXPERIENCE

### **Sustainable-Source Consulting** *Sustainability Consultant*

January 2016 – Present  
Oakland, CA

Independent consultant promoting supply-chain transparency, training, education, and related communication strategies in the natural foods sector. Convened multi-stakeholder working groups focused on ethical sourcing, sustainability metrics, and community collaboration with The Yellow-Seed Collaborative. Coordinated one of the largest education programs in the world on sustainable cocoa as the Education Director for the Northwest Chocolate Festival and Unconference. Developed strategy and communication plans for emerging cannabis producers to achieve sustainability and consumer safety goals.

### **SCS Global Services (Scientific Certification Systems)** *Marketing & Communications Manager*

Sept 2013 – Nov 2015  
Emeryville, CA

Led client services, thought leadership, and communications strategy to increase the success of several international certification, life cycle assessment and supply-chain transparency initiatives across a variety of sectors including food and agriculture, textiles, biofuels, manufacturing, mining/minerals, building, energy and waste management. Clients included Signet Jewelers, 3M Company, DelMonte, Novelis, The Home Depot, TetraPak, PGF Biofuels, others. Rolled out innovative transparency initiatives including Environmental Product Declarations (EDPs), Health Product Declarations (HPDs), and Conflict Minerals Reporting.

### **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 sustainable sourcing program for leading organic food delivery service. Established business relationships with agricultural suppliers for territorial expansion to the Bay Area and managed market relationships with corporate clients (e.g. Google, Tesla, Yahoo, Oracle, Adobe, Twitter, others) resulting in 100% growth in new member subscriptions. Created innovative food-waste program. Produced digital and print communications content for customer education.

**Stewardship Partners**

*Program Director*

Feb 2003 – April 2011

*Seattle, WA*

Oversaw deliverables for multiple sustainability programs with total budget of \$1.5m/year; managed work plans, staff, consultants, partnership development, and program evaluation. Raised and managed over \$4 million in foundation support and fee for service income.

Developed the “Salmon-Safe” certification program for Northwest wineries, orchards, dairies, and other “watershed friendly” agricultural producers resulting in 150+ participating farm and food companies, 20% increase in product sales, successful marketing partnerships with retail groceries, measurable environmental improvements, and national media coverage (including several quotes and personal appearances). Team lead for multi-disciplinary certification audits, project implementation, and technical client services. Clients included several prominent food brands and Pacific Northwest wineries.

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

Supervised all Stewardship Partners communications and outreach, including technical documents and marketing materials, as well as media communications resulting in extensive web-based, print, radio, and TV coverage.

**Northwest Natural Resource Group**

*Program Director*

Jan 1997 – Dec 2002

*Port Townsend, WA*

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.

Developed training and accreditation program for minority harvesters of Non-Timber Forest Products (floral greens, mushrooms, medicinal plants, etc.) for entry into international markets.

**KCTS Public Television**

*Associate Producer: Buyer Be Fair - The Promise of Eco-labeling*

Oct 2004 – May 2005

*Seattle, WA*

Conducted extensive research, story boarding, planning, and production assistance for feature length television documentary about global environmental labeling initiatives focused on Fair Trade coffee and FSC wood products. Conducted on-camera interviews, appeared in the film, and participate in concurrent educational programing.

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**EDUCATION**

**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