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Jason Smith, VP Key Accounts
San Francisco, California, USA

EXPERTISE:

- Demonstrated experience in corporate climate strategy
- Corporate Guidance on Carbon Disclosure Project
- Extensive knowledge and experience in cap-and-trade and carbon markets
- Partnership strategies for multi-stakeholder outreach and communication
- Building brand value through environmental action

PROFILE:

Jason has been active in carbon markets since 2004 when he led the Presidio School of Management, his alma mater, to become the first California college to join the Chicago Climate Exchange. He then developed and implemented a business plan for an entrepreneurial venture that allowed individuals access to the Chicago Climate Exchange trading platform. The company he founded and managed, LiveNeutral, was one of the very first carbon offset retailers in the United States.

During his tenure at LiveNeutral, Jason managed a professional team of four and a \$250,000 annual budget. He also led a public relations campaign that saw LiveNeutral covered in print by Time Magazine, USA Today, Consumer Reports, and on radio and television by ABC World News, National Public Radio, and PBS. He established partnerships and developed climate change outreach campaigns for DuPont, American Electric Power, William Sonoma Inc, Ogilvy Worldwide PR, KQED, TransGroup Worldwide Logistics, Better World Club, and others. Through this work he became a sought-after public speaker and presented at the Annual Fulbright Scholar's Convention, the Net Impact Annual Conference, and the EcoCity World Summit.

Since January 2008, Jason has managed the business development and operations for ClimateCHECK's San Francisco office, as well as the marketing initiatives for the North American corporation. He is also a faculty member at the Greenhouse Gas Management Institute, where he teaches the course on Corporate Response to the Carbon Disclosure Project.

EXPERIENCE:

ClimateCHECK

Leading North American greenhouse gas (GHG) management services and solutions company

VP Key Accounts, January 2008 - present

Jason leads the business development, customer relations, and operations for the San Francisco-based Western US division of ClimateCHECK. He assists in strategic partnership initiatives for ClimateCHECK including the development of unique solutions for corporate and clean technology clients. In addition, he manages marketing initiatives for the North American corporation.

ClimateCHECK was founded in response to the growing demand for credible and practical solutions that attain the double dividend of environmental and business benefits. Jason contributes strategically to the development and execution of ClimateCHECK's corporate vision, strategy, and execution.

Greenhouse Gas Management Institute

Faculty Member

January 2008 – Present

Jason worked directly with the Carbon Disclosure Project to author the course "Carbon Disclosure Project: How to Respond to the Questionnaire". Since April 2008, this course has been offered at the Institute each month. Corporate representatives from top Fortune 500 companies have completed the course in an effort to better prepare their report to the institutional investors represented by the Carbon Disclosure Project.

LiveNeutral

Founder and Executive Director

October 2005 – December 2007

In October 2004, Jason drafted a presentation to the board of Presidio School of Management, encouraging the school to become a member of the Chicago Climate Exchange (CCX). The CCX is North America's only, and the world's first global marketplace for integrating voluntary yet legally-binding emissions reductions with emissions trading and offsets for all six greenhouse gases. By the following year, he leveraged the school's membership to create a climate outreach and action organization dedicated to the sale of carbon offsets and the creation of communication and outreach campaigns for large corporations. While managing the organization, he led the development of industry-leading partnerships with organizations like DuPont, American Electric Power, TransGroup Worldwide Logistics, KQED, Ogilvy Worldwide PR, and many others. Under his leadership the organization raised over \$340,000 in an effort to educate and motivate action on climate change using the emerging carbon markets.

Climate Cycle, Chicago, Ill
Strategic Advisor and Founding Board Member

September 2007 - Present

Climate Cycle is a bicycle-based fundraiser designed to raise awareness about climate change and to fund the installation of solar power at public school sites. In its inaugural ride scheduled for October 2008, it intends to demonstrate, with the support of the Chicago Department of the Environment, that its model can be effectively replicated throughout America. Jason contributes as advisor and board member to the initiatives strategic design, brand, and fundraising strategy.

Blue Sky Shipping, San Rafael, CA
Business Strategist

August 2005 – January 2006

Developed marketing and operational planning documents and tools for this regional, bio-diesel fuelled freight transport company. Deliverables included capacity planning tools, customer outreach strategies, and financial management tools. Assignment was instrumental to the profitable sale of this company to its current owners.

Starbucks – Ethos Water
Stakeholder Analyst

January 2006 – May 2006

Developed stakeholder assessment process for international product roll out of Ethos Water; promoting Ethos commitment for donating a portion of its profits for clean water access in third world countries.

Symphony Products
Director of Business Development

September 2004 – January 2006

Jason was responsible for internet marketing initiatives that, over two months, doubled average monthly sales. He represented the company at national trade shows where he averaged sales volumes of \$30,000 per conference. He was responsible for an annual budget of \$150,000 for the online retail store and managed all accounts and daily bookkeeping.

EDUCATION AND TRAINING:

- MBA, Sustainable Management, Presidio School of Management, 2006
- BA, Environmental Ethics, University of Oklahoma, 2004
- Phi Beta Kappa Scholar