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Kevin M. Rose

Education

[2010-2012] Marylhurst University / Marylhurst, OR / (503) 636-8141
MBA – Sustainable Business, Focus in Gov’t Policy & Administration, 3.6 GPA

Capstone: Strategic sustainability plan for the community of Oregon City, Oregon addressing looming energy and climate-related concerns specific to the region. The plan incorporates a variety of smart growth, ICLEI, & Natural Step principles through proposed goals & initiatives, effectively steering Oregon City towards a sustainable, clean & resilient community of the future.

[2005 – 2009] Arizona State University / Tempe, AZ / (480) 965-9011
BIS - Business and Urban Planning, Minor in Geography, 3.5 Major GPA

Capstone: Expansion proposal for the Phoenix metro light rail system to Glendale, Scottsdale, and Chandler, in effort to portray citizen demand obtained through conducted surveys. The research analysis highlighted potential emission reduction opportunities and addressed health risks in heavily trafficked neighborhoods in the region, and was submitted to the Arizona Department of Transportation in July 2009.

Professional Experience

[July 11 – Feb 12] Oregon Environmental Council / Portland, OR / 503-222-1963
Business Consultant, Reported directly to Deputy Director Chris Hagerbaumer

- Developed an Oregon Municipality & County Sustainability Progress Report highlighting policy changes, land use & energy strategies, mitigation techniques and sustainability plan progress (when applicable) over the last decade
- Led a research project on communication techniques to reduce idling by heavy trucks & buses in the state; and developed a report outlining the most effective means of changing driver behavior. Presented the anti-idling campaign report to members of the Oregon DEQ & Oregon Trucking Association, and answered questions regarding implementation strategies

[October 09 – November 10] GreenNurture / Tempe, AZ / 480-897-3000
Business Development, Reported directly to CEO Derrick Mains

- Communicated with local and state government officials responsible for sustainability initiatives in effort to interpret their current needs in project implementation, and to introduce GreenNurture’s environmental management SaaS
- Generated primary (in-person interviews, focus group, surveys) and secondary data through both quantitative & qualitative methods of research on a daily basis
- Contributed to the development of company white papers & marketing material, and regularly authored research articles & blog entries on sustainable business strategies

- Maintained multiple company Twitter accounts, edited & published slideshow presentations via Slideshare bi-weekly, and utilized an array of additional social media platforms as networking, marketing, & research tools on a consistent basis

[May 03 – August 05] Home Solutions of VA / Fairfax, VA / 703-208-7317

Canvassing Manager, Reported directly to President & Co-Owner Ron Skelley

- Managed, trained, and led canvassing teams of 5 employees in effort to hit daily lead goals; and followed up on group leads via phone to solidify estimate appointments
- Educated homeowners on the energy efficiency savings associated with a variety of home improvement upgrades; and set up estimates for areas of interest
- Determined appropriate target areas by researching the demographics and home styles in particular communities

**Awards and
Involvement**

Cascade Climate Network member (2011-Current), USGBC Member – AZ Chapter (2009-2010)/Cascade Chapter (2011-Current), U.S. Green Building Council Workshop (2009 – LEED Basics), Habitat for Humanity Central AZ Volunteer (2010), Arizona Green Chamber of Commerce Member (2009-2010)), DECA HS President (2005)

**Specialties &
Interests**

Sustainable business management, environmental measurement and monitoring, market research & analysis (both qualitative & quantitative experience), primary data collection (in-person interviews, focus groups, & surveys), sales & marketing (B2B/B2C via direct, phone & email), and sustainability writing experience (research articles, marketing plans, white paper contribution, & blog entries). Extensive knowledge and interest in environmental policy, sustainable development, resource economics, social business concepts and renewable energies.

Skills

Proficiency in Microsoft Office Suite, CRM software (InfusionSoft & HighRise/BaseCamp), and social media applications (professional experience with Twitter, LinkedIn, Wordpress, Slideshare, 2Degrees, YouTube, Bloglines, & Facebook).

References

Kerry Tymchuck
Executive Director / Oregon Historical Society

(503) 306-5203
Kerry.tymchuk@ohs.org

Chris Hagerbaumer
Deputy Director / Oregon Environmental Council

(503) 222-1963 x102
chrish@oeconline.org

Derrick Mains
Former CEO / GreenNurture

(480) 205-8516
derrick.mains@gmail.com

Five recommendations available via [LinkedIn](https://www.linkedin.com/in/kevinmichaelrose)
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