

MARC BEREJKA

Catalyzing positive change for society and business for over 20 years through...

- Strategic policy initiatives & partnerships
- Thought leadership & inspiring storytelling
- An inclusive, collaborative mindset
- A data and results orientation

EXPERIENCE

Recreational Equipment, Inc.

Director, Government & Community Affairs

President, REI Foundation

Sept. 2011 to present

Feb. 2014 to present

Responsibilities

- Provide vision and direction for the co-op's policy engagements at the national, state and local levels, aiming to bend the U.S. narrative so that time outdoors is seen as a must-have, not a nice-to-have.
- Build and sustain an extensive network of government, industry, academic, NGO and internal partners so that the co-op can engage effectively on any manner of philanthropic or policy topic.
- Collaborate with the co-op's communication channels to illustrate how the outdoors sustains the health of people, communities and the planet – both increasing impact and raising brand value.
- Lead a high performing team that sets the strategy for and manages approx. \$8M per year in complementary philanthropy distributed nationwide among 400+ nonprofit partners.

Key Achievements

- With an extensive cross-divisional team, co-led the creation and launch of REI's Cooperative Action initiative, the first piece of which is a grassroots advocacy platform, the [Cooperative Action Network](#).
- Planted and cultivated the seed for what became the [REC Act](#), a 2016 law requiring the U.S. Commerce Dept. to measure the size of the recreation economy. [The data](#) are now used ubiquitously.
- By employing a pioneering narrative and networking across a range of states, have elevated top lawmakers' appreciation for the many social and economic benefits of outdoor recreation.
 - Set the stage for the "[Confluence Accords](#)," a multistate compact on how public policy can maximize recreation's social and economic benefits. [13 states](#) have now signed them.
 - 17 states have created "[offices of outdoor recreation](#)" or advisory councils since 2013.
 - The Nat'l Gov's Ass'n has launched a companion "[learning network](#)" with 23 states onboard.
 - Cultivated a nationwide network of 50+ internal and external champions to drive the effort.
- With modest investment of advocacy and philanthropy, have positioned REI as a national thought-leader on how time in nature improves both physical and mental health.
 - Co-founded the [Nature & Health Initiative](#) at the University of Washington.
 - Laid groundwork [unanimous passage](#) of the [Accelerating Veterans Recovery Outdoors Act](#), which obligates the USG to increase vets' healing opportunities via the outdoors.
- With internal and external partners, have built up REI's credibility as a positive change agent.
 - Brought in 100s of NGO and government partners to support the [#OptOutside](#) movement.
 - Maintained a [#UnitedOutside](#) posture even while [rallying 100s of businesses](#) to oppose the Administration's 2017 efforts to pare back protection of certain National Monuments.
 - Sustained that posture to help pass bipartisan [public lands law in 2019](#) and in [2020](#).
 - Laid the first planks of REI's support for public policy aimed at [combatting climate change](#).
 - Helped guide the co-op's early, positive steps on questions of [gender](#), [sexuality](#) and equality.
- Currently, pivoting REI's philanthropy so employees and members can co-invest alongside the co-op to amplify impact. Aim is to increase collective investment multifold over the coming decade.

U.S. Department of Commerce

Sr. Advisor to the Secretary, Technology Policy

July 2009 to Sept. 2011

Responsibilities

- Guided the Secretary and the Department's senior leaders through policymaking decisions on data privacy, cybersecurity standards, intellectual property, radio spectrum, telecom and internet issues.
- Created a harmonized "One Department" view on tech policy issues across an often fractious and siloed set of DOC divisions. Integrated the Dept's views into the cross-USG policymaking process.
- With press, speech writing and support teams, established Sec. Locke's leadership on these issues.

Key Achievements

- Co-founded and co-led a first-ever [Internet Policy Task Force](#) (IPTF) across DOC. Instilled in the IPTF a collaborative cross-divisional ethos enabling DOC to serve as an Admin-wide thought-leader.
- Shaped policy at the intersection of radio spectrum, public safety and national security. Yielded "[First Net](#)," a nationwide mobile communications network for first responders, shielded from hacking.

Microsoft

Sr. Director, Technology Policy & Strategy (culminating role)

March 1997 to July 2009

Responsibilities

- Led cross-divisional and multi-stakeholder initiatives to breakdown regulatory barriers facing innovative technology and to stave off premature regulation of novel Internet services.
- Defined and refined policy goals, coordinating them across an ever-expanding gov't affairs dept.

Key Achievements

- Co-founded and co-led the first tech industry coalition to press for net neutrality.
- Led or co-led MSFT policy engagements with a variety of partners to expand broadband access.
 - Making available spectrum in the 5GHz band for new wi-fi uses around the globe.
 - Enabling access to [unused TV channels](#) for last-mile connections, like MSFT's [Airband](#).
 - Laying groundwork for the Schools, Health, Libraries Broadband [Coalition](#) which promotes federal programs that bring fiber to these community hubs.
- Served as policy lead on E-SIGN, a U.S. law that allows e-signatures to replace ink on all contracts.
- Represented MSFT in v.1 of policy deliberations on e-privacy, digital content, accessibility, security.
- Assembled cross-div. input and wrote MSFT's first [Corporate Social Responsibility](#) report in 2003.

Regulatory attorney

Advised on telecom services & equipment law at three firms

Sept. 1989 to Feb. 1997

Responsibilities

- Represented spectrum-based communications companies (satellite providers, mobile, etc.) and large industrial companies in matters before the FCC. Supported lobbying efforts on Capitol Hill.
- Overseas, assisted developing and former Soviet-bloc countries open their fledgling telecom markets to new entrants, while still assuring affordable basic services for the population.
- Counseled equipment companies on interoperability, accessibility and safety regulations, and advocated for regulatory reforms to enable rollout of new technology.

EDUCATION

JD, Georgetown, 1989
Criminal Justice Clinic
Immigration Law Journal
BA, Politics, Princeton, 1985
Certificate in Russian Studies
Certificate in Political Economy

BOARDS

WA Big Tent Recreation Coalition
(co-founder)
WA Wildlife & Recreation Coalition
(exec. comm.)
Islandwood

PERSONAL

Family first
Acclimating to empty nest
Weekend warrior/runner