

Allison Wolff, Cofounder and CEO, Vibrant Planet

Allison worked for Silicon Valley companies including Netflix, eBay, Google, and Meta for 20 years on corporate and product strategy, customer experience design, marketing, and sustainability and social impact solutions. With growing concern about the rapid increase in catastrophic wildfire and its impact on communities and natural resources, Allison cofounded Vibrant Planet, a public benefit corporation (PBC), in November 2020 to accelerate community and landscape resilience to wildfire and other natural disasters. Allison and her team of top scientists, engineers, and product developers have built a platform that uses AI to view current wildfire, flood, and landslide hazard and risk at high resolution plus powerful planning analytics to scenario plan in real-time where risk mitigation can maximize community and landscape resilience with the highest return on investment. Today, Vibrant Planet serves the USDA Forest Service, Bureau of Indian Affairs, CAL FIRE, counties, fire districts, and utilities.