

Miri Hardy, PhD.

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SUMMARY OF QUALIFICATIONS:

Visionary strategic leader, storyteller and community builder with a passion for river conservation.

FORMAL EDUCATION

- o WASHINGTON UNIVERSITY, St. Louis, Missouri, USA
 - Doctor of Philosophy** in Social and Personality Psychology, 1996
 - Master of Arts** in Social Psychology, 1992
 - Bachelor of Arts** in Psychology, 1990

CERTIFICATIONS & COURSES:

- o **Living Shoreline for Marine Contractors** – UF/IFAS Extension Course (June, 2026)
- o **Certified Interpretive Guide** – National Association for Interpretation (February, 2022)
- o **Conservation Science** – Florida Master Naturalist Program (Course Completed February 2021)
- o **Environmental Interpretation** – Florida Master Naturalist Program (Course Completed January 2021)
- o **Foundations of Interpretation** – Eppley Institute (Certificate issued October 2020)

PROFESSIONAL EXPERIENCE

o MYAKKA RIVER PARTNERSHIP July 2025 - Present

Founder & Executive Director September 2026 - Present

Build necessary operational infrastructure and develop three major areas of activity, to support the Myakka River Watershed:

- Unifying Watershed Support and Stewarding Wild and Scenic River Values
- Community Outreach & Education
- River and Watershed Advocacy

Founder July 2025 to August 2026

- Identified the need for a nonprofit to provide an independent voice for the Myakka River Watershed.
- Founded and established the initial infrastructure and operations of a Florida 501(c)(3) nonprofit, ensuring federal and state compliance.
- Secured \$350,000 in grant funds to commence activities as an impactful new nonprofit by hiring the organization's first Executive Director.

o Gulf Coast Community Foundation Sep 2025 - August 2026

Independent Contractor

- Spearheaded work necessary for securing Federal Wild and Scenic Designation for the Myakka River in Sarasota County.
- Built the strategic infrastructure necessary for sustaining and enhancing the Wild and Scenic Myakka River for generations to come.

KEY RESULTS:

- Provided technical support to Rep. Steube and other congressional offices to help advance H.R. 642, Myakka Wild and Scenic River Act of 2025.
- Built a diverse local coalition to support ongoing efforts to advance H.R 642.
- Built and maintained relationships with National Park Service leadership, civic and community leaders, non-profit organizations, government agencies, and other relevant partners critical for future management of a Partnership Wild and Scenic River.
- Identified, shared and acted upon opportunities to support the watershed through advocacy.

o FRIENDS OF MYAKKA RIVER, Sarasota, FL August 2021 – July 2025
Independent Contractor

Executive Director July 2023 - July 2025

Dramatically grew membership, fundraising and communications, while meaningfully increasing critical advocacy efforts on behalf of Myakka River State Park and the Wild and Scenic Myakka River.

KEY RESULTS:

- Built relationships with local stakeholders and legislators to advance the organization's mission.
- Spearheaded efforts to enact Federal Myakka Partnership Wild and Scenic River designation.
- Created and managed a community-led water quality testing program north of the park, in partnership with Suncoast Waterkeepers.
- Pursued Dark Sky protections for the Wild and Scenic Myakka River through focused advocacy.
- Commenced efforts to improve protections for the river and its watershed in Manatee County.
- Formed and led a dedicated team of volunteers who increased impactful support of Myakka River State Park through timely "one-off" projects.
- Planned and executed an award winning 2024 Giving Challenge Campaign (First Place Prize Award for Best Overall 2024 Giving Challenge Campaign - Medium Organization Category, Best Use of Social Media prize and Best 2022 Giving Challenge Story Prize).
- Created and presented an engaging and evocative community outreach presentation (Sharing and Protecting Myakka's Magic).
- Pursued and was awarded significant grant funds to support projects to enhance nature connection and educational opportunities in the park (e.g.backcountry trail markers and an interpretive trailer).

Interim Executive Director and Consultant November 2021 – July 2023

KEY RESULTS:

Developed and implemented a strategic plan for the organization:

- Created a new mission statement and coined the phrase "Myakka's Magic".
- Built awareness about Friends of Myakka River and Wild Florida through print and social media
- Increased the non-profit's impact through environmental education and outreach
- Grew membership
- Managed and grew the Friends of Myakka River's social media presence
- Planned and executed an award winning 2022 Giving Challenge Campaign (First Place Prize Award for Best Overall 2024 Giving Challenge Campaign - Small Organization Category, Best Use of Social Media Prize, Best Video Commercial Prize, Best Turnaround Prize, Best Giving Challenge Photo and Best Use of Social Media).

Consultant and Social Media Manager August 2021 – November 2021

- Consulted with the Friends of Myakka River Board of Directors on social media, brand strategy, strategic marketing, digital best practices and community building.
- Managed and grew the Friends of Myakka River's social media presence.

o SAVE OUR SEABIRDS, Sarasota, FL June 2019 – November 2021

Independent Contractor July 2020 – November 2021

- Wrote weekly "Bird of the Week" articles for "The Observer" newspaper, featuring my bird photography, educating about birds, the challenges they face, and how we can help protect them.
- Led concept development of a bird-themed mission based playground.
- Created and curated social media posts on behalf of SOS.
- Consulted with SOS CEO on matters related to education, marketing and outreach.

Education Volunteer June 2019 – June 2020

- Led facility tours designed to educate adult and children visitors about SOS's mission
- Conceptualized and worked to develop a mission-based bird themed playscape for SOS

o **MIRI HARDY POTTERY, Sarasota, FL** Apr 2014 – January 2021

Owner, Ceramics Instructor & Ceramic Artist

- Created and sold handmade functional and decorative pottery, both wheel-thrown and hand-built.
- Developed, marketed and taught one-off "Hands on Clay" workshops.

o **RINCÓN POTTERY, Rincón, Puerto Rico** 2007 – 2014

Owner, Gallery Manager, Ceramics Instructor & Ceramic Artist

- Built and ran a successful pottery business with a working pottery studio, sales gallery, 'Hands on Clay' workshops and an online sales outlet.

o **HORIZON CONSUMER SCIENCE, London, United Kingdom** 2006- 2007

Vice President and Head of Operations for Europe

- Designed and supervised large-scale studies to understand motivations and attitudes of consumers within the travel retail arena.
- Analyzed complex data sets, prepared and presented reports to senior management.

o **MIRI HARDY CONSULTING, London, United Kingdom** 2001 - 2006

Freelance Consultant

Areas of expertise: Creative Problem Solving, Strategic Psychological Insights and Analysis, Qualitative and Quantitative Research and Analysis, Brand Planning and Consulting, Corporate Culture Management

o **LEO BURNETT, Chicago IL - *The lab: Unexpected Solutions (A strategic brand consultancy)***

Senior Strategist. January 1999 – September 2001

Designed, managed and delivered qualitative and quantitative projects across brand and communication issues including: Corporate Culture Assessment, New Product Development, Brand Extension and Corporate Branding

Specific Responsibilities:

- Custom designed and facilitated interactive strategic workshops management and employees
- Served as primary client contact on multiple projects, working with director and CEO-level clients
- Spearheaded development of proprietary tools
- Managed teams of junior strategists and production team

o **GUSTAVUS ADOLPHUS COLLEGE, Saint Peter, MN**

Assistant Professor of Psychology. September 1996 - June 1998

- Managed, analyzed, and documented large scale research projects
- Developed and taught 3 courses per semester (including Research Methods and Social Psychology).
- Presented research results and recommendations at 11 national and regional research conferences.
- Authored methodological and theoretical articles in prominent peer-reviewed research publications.

VOLUNTEER EXPERIENCE

o **FLORIDA PARK SERVICE: MYAKKA RIVER STATE PARK**

FPS Volunteer. Sep 2020 – Present

- Conceptualized and was lead organizer of "Bike Myakka Day", a self-guided, educational and recreational biking day to celebrate National Bicycle Month at Myakka River State Park.
- Collaborated with park staff to organize and lead an interpretive event for National Public Lands Day.
- Created and managed a social media account for "Bike Myakka" on Instagram.
- Wrote articles about nature, Myakka history, park programs and bicycling for the park newsletter.

o **FLORIDA AUDUBON SOCIETY**

Beach Steward. Feb 2017 – Present

- Educate beach-goers during shore-bird nesting season about Florida's imperiled shore-birds.