## Greater Farallones Association, San Francisco, CA

# Executive Director (2019 - Present)

Manage \$4M nonprofit organization with 30 employees; provide strategic support for Board development

Design and direct science-based restoration of kelp forests within Greater Farallones National Marine Sanctuary; develop large scale investment in purchase of commercially fished purple urchin; coordinate purchases through fish processors in Bodega Bay; coordinate among academic, nonprofit, Tribal, and NOAA regional partners for effective kelp restoration across West Coast.

Direct coastal resilience research, sea-level rise adaptation planning, and coordination with government and community stakeholders along 400 miles of California coastline and across 5,000 square miles of federal marine protected areas.

Direct community science programs to assess the health and trends of birds, whales and other ocean and intertidal species to inform management decisions by federal, state, and local agencies.

Direct education programming to inspire the next generation of ocean scientists and stewards.

Direct financial management, risk management, legal compliance, personnel management, compensation and benefits administration, fundraising, and governance support.

# Self Strategies – Nonprofit Strategic Planning Consultant (2015 – 2018) Provided strategic planning and capacity-building support for nonprofit organizations.

# Sierra Club – Associate Campaign Manager, Beyond Dirty Fuels, Atlantic Coast Pipeline (NC, 2017) Designed campaign strategy; analyzed environmental documents, conducted site visits, and gathered scientific support for opposition; developed comments for administrative advocacy under federal and state laws; testified at hearings; developed talking points for social media campaign and in-person attendance at hearings. Coordinated with legal team to build strong administrative comments to support legal claims.

## San Francisco Baykeeper, Oakland, CA (2003 – 2015)

Executive Director (2006 – 2015) Associate Director (2003–2006)
Directed high-impact nonprofit organization dedicated to protecting San Francisco Bay and shoreline.
Directed legal advocacy strategy, stakeholder engagement, and climate adaptation planning.
Centered equity in developing effective Board and staff teams with strong governance and strategies.
Created systems in financial management, human resources, communications, and fundraising.

## Earthjustice, San Francisco, CA (1998 – 2003)

#### Director Of Major Gifts/Major Gifts Officer (2000-2003)

Provided senior fundraising leadership at \$50M nonprofit environmental advocacy organization. Managed major gifts department and secured six-figure gifts. Deb Self Resume Page 2

# Earthjustice, San Francisco, CA (1998 – 2003)

#### Director of Foundation Relations (1998 - 2000)

Managed foundation relations team; secured large grants for clean water protection litigation.

## San Francisco Food Bank, San Francisco, CA (1995 – 1998); MANNA Food Bank, Asheville NC (1994)

Secured grants and major gifts for successful capital campaigns.

## Warren Wilson College, Asheville, NC (1990 – 1993)

#### Academic Staff/Coordinator, Environmental Policy Concentration

Taught courses in environmental justice and policy advocacy.

Directed service-learning internship program, partnering with frontline environmental justice communities in Western North Carolina.

# Highlander Education Center, Tennessee / Appalachian Community Fund

Assistant to the Director for Fundraising (1986-87)

Directed annual individual and institutional fundraising.

Program assistant preparing grant dockets for the Appalachian Community Foundation.

# Service Training for Environmental Progress (1985-86)

## Co-Director (1986) Intern (1985)

Designed advocacy assistance projects with frontline environmental justice communities across American South, including Alabamians for a Clean Environment, Minority Peoples Council (Alabama), Statewide Organizing for Community Empowerment (Tennessee), Kentuckians for the Commonwealth, and Lowndes County (Alabama) organizers for environmental justice.

Conducted onsite recruiting for science students from HBCUs, including Tuskegee University, Spellman University, and Oakwood University.

## AWARDS

#### **Gerbode Fellow**

Selected by the Wallace Alexander Gerbode Foundation for a \$10,000 award in recognition of exemplary leadership in the nonprofit sector.

#### Public Service Commendation, U.S. Coast Guard

Highest civilian award given by the U.S. Coast Guard, for co-authoring the Incident Specific Preparedness Review on the 2007 Cosco Busan oil spill in San Francisco Bay.

### EDUCATION

- MA Sociology, (Environmental Racism and Political Economy of the Environment, under Dr. Robert Bullard, grandfather of the environmental justice movement)
- BS Geology, (with graduate coursework in water resources and groundwater contamination)