

MICHAEL T. GOERGEN, JR.

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EXECUTIVE MANAGEMENT

Proven leader with 19-year progressive career, leveraging strategic insight, policy expertise, financial acuity, and refined negotiations talents. Proven success bringing entrepreneurial spirit and transformative culture to several organizations. Guided under-performing nonprofit into financially secure, influential entity. Innovatively providing leadership to comprehensive scientific programs by managing multiple research projects in several disciplines.

Additional strengths include:

- Relationship focused—strong connections with political officials and builder of strategic partnerships.
- Accomplished public speaker—delivering 200+ speeches to-date, including presentations in Spanish.
- Expert in research, innovation, nanotechnology, sustainability, social responsibility, green building, and global natural resources.

Team Building & Leadership | Financial Management | Strategic Planning | Sustainable Development
Policy Advocacy | Media Outreach | Constituent Relations | Information Technology | Marketing

PROFESSIONAL EXPERIENCE

U.S. ENDOWMENT FOR FORESTRY AND COMMUNITIES

2013 – Present

Philanthropic organization committed to advance systemic, transformative and sustainable change for the health and vitality of the nation's working forests and forest-reliant communities.

Vice President Innovation and Director P³Nano (2013–Present)

Created a public private partnership to advance the commercialization of cellulosic nanomaterial, developed additional support and tools to promote the use of forest products in green building and initiate efforts to advance innovative wood to energy solutions. Raised more than \$9 million to fund research and commercialization efforts of cellulosic nanomaterial and torrefied wood. Engage the business, research and government sectors in advancing sustainable, light weight, revolutionary materials that will transform numerous sectors from automotive to aerospace and many more. Leading an effort to enable new green building technology through research efforts to address codes and standards. Working with researchers and end users to bridge the gaps between science and practical application.

Selected Results:

- ***Sector Engagement:*** Created three governance bodies to direct the work of P³Nano. A Steering Committee made up of the initiatives funders and charged with governance of the public private partnership. A Sustainability Committee comprised of nanotechnology critics, government regulatory officials, and other leaders charged with assisting P³Nano in the safe and sustainable deployment of cellulosic nanomaterial. A Science Advisory panel comprised of business leaders and scientific experts assisting P³Nano in funding research efforts and strategic direction.
- ***Entrepreneurial Efforts:*** Raised \$4 million to create the Consortium, for Advanced Wood to Energy Solutions (CAWES) primarily focused on innovation in torrefied wood and its commercial distribution.
- ***Promoting Research:*** Selected and funded researchers at leading universities and government labs to incorporate cellulosic nanomaterial into cement additives, biodegradable polymers, sheet modeling compounds, construction materials, natural release papers, and glass fiber replacements. Investing in research efforts to commercialize torrefied wood for energy production. Facilitating research into codes and standards for new green building materials.
- ***Strategic Planning:*** Developed comprehensive multiyear plan to increase financial support of governmental forest products related research and strengthen private sector investment in joint research efforts.

- *Focused on Sustainability:* Leading efforts to analyze and promote forest products in green building construction, ensuring sustainable production and application methods for cellulosic nanomaterial and developing methods for supply chain confidence in the sustainability of advanced wood to energy products.
- *Environmental Health and Safety:* Developed a research plan and initiated funding for efforts to ensure the safe production, handling and deployment of cellulosic nanomaterial in all aspects of the product lifecycle.

SOCIETY OF AMERICAN FORESTERS (SAF), Bethesda, MD

1996 – 2013

Professional society representing foresters and natural resources professionals, delivering continuing education, publications, policy analysis and advocacy, certification, and accreditation.

Executive Vice President & CEO (2003–2013)

Drive all business aspects of 13,000-member professional society with +\$3M budget, \$20M in assets, 15-member team, and 18-member Board of Directors. Brought financial stability to organization \$1M in debt and suffering from significant membership loss. Revived flagship publication as well as Certified Forester Program in danger of failing.

Selected Results:

- *Financial Management:* Restored profitability in just 2 years and wiped out \$1M debt in 5 years. Exceeded budget expectations in final 2 years of leadership despite recession, through fiscal controls, staff reductions, outsourcing, new revenue, and cost-reduction initiatives. Strategically downsized organization reducing employees from 27 to 15, resulting in significant decrease in costs and increase in programs offered.
- *Revenue Growth:* Lessened impact of 2012 membership dues increase by implementing tiered system where members choose service level, resulting in high member retention, membership growth and securing 90 percent of total annual membership revenue in one month.
- *Policy Advocacy:* Established strong presence on Capitol Hill, making it well-known in order to pass legislation related to forests, advocates must garner support of SAF.
- *Stakeholder Engagement:* In partnership with the USDA Forest Service, created the Forest Inventory and Analysis (FIA) User Group to facilitate dialogue between Forest Service researchers and the users of their data. The User Group has grown into a vital part of the FIA program that helps advance its work and build broad support for the program.
- *Publication Improvement:* Turned around flagship scientific publication, elevating impact factor from .68 to 1.40 in 6 years by changing overall perception and increasing value without raising costs to membership.
- *Conflict Resolution:* Resolved nearly 35-year old real estate dispute with another organization, involving lawsuits, settlement agreements, stalled progress, and true animosity, resulting in eventual +\$16M endowment.
- *Information Technology:* Planned the implementation of SharePoint, Moodle, Live Meeting, Microsoft Dynamics GP, SQL, and Lync saving the organization more than \$2,000 per month in telecommunications and other costs.
- *Strategic Planning:* Leveraged strategic planning process to develop new approach and direction toward strategic clarity and culture that engages all levels of organization and earns buy-in from staff and volunteer leadership.
- *Media Coverage:* Quoted or featured in numerous national media outlets including the New York Times, Washington Post, Los Angeles Times, Associated Press, CNBC, Fox News, and NPR.
- *Investing assets:* Secured the accountability of our institutional investment policies and increased reserve assets by 45 percent in eight years despite a significant market downturn.

Senior Director, Policy & Programs (2001–2003)

Promoted to assume several program management functions from CEO, including oversight of forest policy program, publications, and marketing efforts. Guided organization with unfocused marketing, missed publishing deadlines and discouraged employees. Filled in for CEO as needed. Turned around underperforming program while continuing track record of policy success.

Selected Results:

- Saved \$25,000 per year by reducing number of flagship publication's issues without decreasing articles.
- Brought order to unstructured publications team by establishing regular meetings, goals, and review process, resulting in zero missed deadlines for 2 years.
- Created electronic newsletter to inform and engage members.
- Worked with marketing director to refine and harmonize all marketing messages of the organization resulting in brand recognition and, increased logo merchandise sales, and consistency of local unit materials.
- Drove EPA to abandon its proposal to severely regulate forest management activities by assembling significant force of volunteer experts to verify and prove invalidity of EPA's data.

Director, Forest Policy (1999–2001)

Oversaw forest policy program and media relations with direct accountability for budget and personnel. Fully embodied members' values by utilizing truly engaged volunteer leaders in all aspects of policy development.

Heightened policy presence in Washington and strengthened grassroots support.

- Redesigned Forest Service contracting authority creating a mechanism for agency funded conservation work outside the federal appropriations process. Collaborated with Congressional staff and partners to pass the law within 6 months of initial concepts.
- Organized volunteer leaders and assisted in writing a comprehensive report on federal land management recommending changes to legal and regulatory framework.
- Dramatically improved the Forest Inventory and Analysis program by helping to pass legislation to move from periodic to annual inventory cycle in successive Farm Bills. Championed importance of program, which has received yearly budget increases since 1996 going from \$14 million to \$66 million.
- Raised funding to support policy efforts via grants and sponsorships, a first for the organization.

Earlier positions with Society of American Foresters:

Associate Director, Government Affairs (1997–1998)

Congressional Liaison (1996–1997)

PRIOR EXPERIENCE

Research Associate, SUNY College of Environmental Science and Forestry, Syracuse, NY

1994–1996

Policy Analyst, USDA Forest Service, Washington, DC

1995

EDUCATION

Master of Science – Forestry, Policy and Administration (1996)

Bachelor of Science – Environmental Studies, Policy and Management, *Magna Cum Laude* (1994)

SUNY COLLEGE OF ENVIRONMENTAL SCIENCE AND FORESTRY, Syracuse, NY

Honors & Awards:

- Young Forester Leadership Award, Society of American Foresters
- Outstanding Service in Forest Public Policy, National Association of State Foresters
- Outstanding Graduate Assistant, SUNY College of Environmental Science and Forestry

AFFILIATE ORGANIZATION INVOLVEMENT

- Chair, Sustainable Forestry Initiative External Review Panel
- Chair, ANSI Process on Carbon and Forest Accounting Standards (process suspended)
- Founder, Forest Inventory and Analysis Users Group

