

SUSTAINABILITY ENGINEERING EXECUTIVE

DELIVERING EFFECTIVE ENVIRONMENTAL SOLUTIONS ACROSS MULTIPLE SECTORS

“Combines a deep & broad knowledge of environmental science with a strong strategic sense and an excellent grasp of the business issues surrounding sustainability... a delight to work with and a leader in his field”

DYNAMIC STRATEGY ~ PROGRAM & PROJECT MANAGER ~ BUSINESS DEVELOPMENT ~ SENIOR ISO AUDITOR
OPERATIONS ~ STANDARDS ~ CERTIFICATION ~ EHS ~ ACCREDITATION ~ COMMUNICATIONS ~ TRAINING

20+ year multidisciplinary fluency in sustainability: standards, certification, measurements, management, regulations, analysis, policy & education. MIT-trained in **environmental science, engineering & policy**; expert at rapidly identifying life-cycle impacts & solutions. **Visionary strategic planner** with intuitive assimilation to new environments and technology. **Inspirational team leader** using high expectations and relaxed mentoring/coaching, promoting creative problem solving and driving organizational success & staff engagement. Articulate **communicator** adept at training diverse audiences on complex topics.

KEY AREAS OF EXPERTISE

LEADERSHIP:

- ◆ Dynamic Strategic Planning
- ◆ Customer-Focused Service
- ◆ Market-Driven Development
- ◆ Flexible Program Management
- ◆ Staff Development/ Mentoring
- ◆ Multimedia Communications

SUSTAINABILITY:

- ◆ Leadership Products & Processes
- ◆ Certification, Standard Devpmt.
- ◆ Env, Health & Safety Management
- ◆ Life Cycle Evaluations, Climate
- ◆ Remote Sensing, Environ. Chem.
- ◆ Regulatory Subject-Matter Expert

OPERATIONS:

- ◆ Continuous Improvement
- ◆ Regulatory Compliance
- ◆ Budget Planning & Control
- ◆ Stakeholder Engagement
- ◆ Quality & Risk Management
- ◆ Business Continuity

CERTIFICATIONS: LEAD AUDITOR ISO 9001, 14001, 17025; EIT

ACCOMPLISHMENTS

BUSINESS DEVELOPMENT: Proven results in delivering effective market-driven initiatives in private and public sectors, academia, NGOs, startup. Exceeds expectations despite limited funds and resources.

- Opened new markets by creating unique flexible **Standard for Environmental Innovation**, enabling **Green Seal**, for first time ever, to verify environmental benefits for a wide range of applicants. greenseal.org/g20
- Initiated, launched Israel's **first private Green Building certification** in monopolistic market; recruited strategic allies, negotiated recognition from Ministry of Environment; now growing past 300 certificates.
- Devised 6 revenue-bearing initiatives within 6 months at Green Seal; in < 3 years - reduced market barriers & certification costs by simplifying 18 standards & expanded scope of standards by >100 product categories.

ENVIRONMENTAL STANDARDS & CERTIFICATION: Expert: **ISO 9001, 14001, 17025, 14024**; ANSI standards.

- **VP standard development** at Green Seal; **Division Head Environmental Certification** at IQC (Cert. Body)
- Technical Advisory Groups at Sustainability Consortium, SPLC, ASTM, ISO. Advisory Council: AASHE
- **300+ ISO Quality/Environment certifications:** Nestlé, Unilever, General Electric, Veolia, Israel Air Force, Israel Water Works, Israel Electric Corp.; labs, manufacturing, services, HazWaste treatment, landfills.

ENVIRONMENTAL SCIENCE/COMPLIANCE: Created college & corporate training courses, TV presentations.

- 15+ years directing regional air-quality networks (research & regulatory), field campaigns & calibration programs for MIT, Israel Ministry of Environment, Hebrew University, USAID programs.
- Directed setup of 1st AQ network in Palestinian Authority; revived moribund program despite armed conflict.
- Developed largest-ever Mid-East air quality study w/ Jordan, Palestine, US partners; Won \$1M USAID funding.
- 8 articles in premier scientific journals, e.g., *Environ. Science & Technology*, *Atmospheric Environment*.

“Unique take-charge leadership skills enabled him to successfully develop & implement plans”
“Quick grasp & impressive ability to delve into technical details while seeing the overall picture”

PROFESSIONAL EXPERIENCE

GREEN SEAL, Ecolabel: The Original Seal of Environmental Approval Since 1989 2012-present
Vice President: Science & Standards; Former Director: Science & Standards

Maintains 33 environmental leadership standards for >450 product categories in 12 retail & B2B sectors; transparent ISO 14024 standard development, stakeholder engagement & negotiation.
Senior management: setting organizational strategy, operations, goals, budgets and growth.

- Created standard for 8 types of Insulation in <1 yr despite complex stakeholder disagreements.
Consistently delivered standards & market initiatives on schedule and 20% under budget.
Promoted thought-leadership & outreach to academia; now company-wide strategic objectives.
Engaged market-leader stakeholders in all sectors for successful standard development.
Spearheaded IT initiatives: Data security, cloud email, CRM & project management systems.

A rare breed: a scientist who thinks like a marketing professional

AIRBASE SYSTEMS, Hi-tech startup delivering real-time air quality data to mobile devices 2011-2012
Chief Scientist: Validation and Quality Management

- Validated reliability of innovative low-cost air quality network, alternative to \$100,000 stations.
Directed quality assurance procedures and field testing.
Participated in funding pitches during Venture Capital Financing stage

IQC, Israel's largest private ISO Certifying Body with 4,000 clients 2010-2011
Division Head: Environment & Sustainability. ISO 14001, 9001 Certification

Managed 15-member environmental auditing team; recruited and assimilated 8 additional auditors; ran Division. Senior Management: setting company strategy, operations, goals, budget and growth.

- Collaborated on cost-effective business development with sales manager and clients; boosted brand visibility in absence of advertising budget through personal networking, low-cost ventures.
Built strong client relationships, contracts; full client satisfaction: service, complaint resolution.
Transformed division from auditing arm to include business and product development, strategic planning, market outreach, customer relations and support, lecturing and training.
New viable, marketable certification services, including green building certification, environmental declarations, greenhouse gas emissions, life-cycle analysis and ecolabeling.
Created training programs for ISO 9001, 14001, Green Building.

Knowledgeable, quick learner; comprehensive overview of company activities & interactions
A skilled, open-minded auditor who delivers practical value and actually makes audits fun!

ISRAEL LABORATORY ACCREDITATION AUTHORITY (ISRAC) 2004-2012
Senior Lead Assessor, ISO 17025: Accreditation for Testing, Sampling and Calibration Labs

Accredited 50+ leading labs, environmental companies in private, public, industrial sectors for ISO 17025. Expert in analytical chemistry, ambient sampling; set national accreditation criteria.

Daniel is an excellent assessor... professional, accurate, efficient and pleasant to work with

PEDERSEN CONSULTING SERVICES 2002-2010
Environmental Consultant, Sole Proprietor

- Launched and executed environmental projects in engineering, service, public and private sectors; handled green initiatives, air quality impacts and decision optimization.
Audited Environment Ministry's national Air Quality network; member of steering committee.
Ghostwriting technical articles in trade journals; wrote blogs; presented weekly TV spot.

ACADEMIC & RESEARCH EXPERIENCE

- 2004-2010 **HADASSAH COLLEGE JERUSALEM** - Department of Environmental Health Sciences
Lecturer Atmospheric Sciences, Grant Writer & TV Presenter.
-
- 2002-2007 **HEBREW UNIVERSITY JERUSALEM** Atmospheric Sciences, Air Quality Laboratory
Project Manager/Postdoctoral Fellow. Directed field campaigns, chemical analysis, QA/QC.
 - Managed, trained 5-member teams (30 total); coordinated w/ US, EU, Palestinian partners.
-
- 2002-2003 **ARAVA INSTITUTE FOR ENVIRONMENTAL STUDIES**
Director of Air Quality Research. Developed largest-ever Mid-Eastern air quality study.
 - Designed USAID research project on the chemical composition of airborne particles: analytical methods and measurements, QC procedures, schedule & budget.
 - Expanded funding from \$800K to \$1M; enlisted Jordan, Palestine, U.S. partners
-
- 1994-2002 **MASSACHUSETTS INSTITUTE OF TECHNOLOGY**
Research Scientist and Ph.D. Candidate - Center for Environmental Health Sciences
 - Directed 500-mile air quality network; oversaw chemical/biological testing of >1000 samples.
 - Developed analytical methods. Trained field/lab technicians. Managed \$250K budget.
 - Findings used by NESCAUM, regional environmental regulators, to establish air quality policies.
-

CERTIFICATIONS AND ASSOCIATIONS

CERTIFIED LEAD AUDITOR: ISO 9001 (IQC), ISO 14001 (IRCA/Bureau Veritas); ISO 17025 (ISRAC/ILAC).
F.I.R.S.T ROBOTICS TEAM, MONTGOMERY BLAIR HIGH SCHOOL. Mentor: Project Management & Safety.

AASHE (ASSOC. FOR ADVANCEMENT OF SUSTAINABILITY IN HIGHER EDUCATION). Advisory Council.
TSC (THE SUSTAINABILITY CONSORTIUM). Paper, Pulp & Forestry Sector Working Group, Common Chemical Criteria Task Force, Cold Water Initiative, Approved Providers Registry Steering Committee.
SPLC (SUSTAINABLE PURCHASING LEADERSHIP COUNCIL). Wood & Agrifiber Products TAG.
ASTM INTERNATIONAL. U.S. TAG to ISO PC 277 Sustainable Purchasing; E90 Committee.

MEMBER: ASQ (AMERICAN SOCIETY FOR QUALITY). **ACS** (AMERICAN CHEMICAL SOCIETY).
E.I.T. (ENGINEER IN TRAINING), (NCEES, PA). Listed: Israel **REGISTER OF ENGINEERS & ARCHITECTS.**

SELECTED PUBLICATIONS & PRESENTATIONS

8 papers in premier journals: *Environmental Science & Technology, Atmospheric Chemistry & Physics, Atmospheric Environment.* Numerous technical reports, conference presentations, general purpose articles, TV spots, workshops, webinars, multimedia communications. **Listing at danielpedersen.com**

Coatings Trends & Technologies: Keynote Speaker “Sustainable Coatings: VOCs and Beyond.” 9/15.
AASHE: “Standardizing Sustainable Food Services: Impacts, Guidelines, & Take-Home Advice.” 10/14.
AASHE: “Contributing to a Sustainability Culture on Campus through Purchasing and STARS.” 11/13.
ANSI: Green Seal Ecolabeling Program: Training for ANSI EcoLabeling Accreditation. 8/13.
TAPPI: Sustainability Certification, Paper & Pulp Industry: Requirements, Developing Trends. 4/13.

EDUCATION

PH.D. ENVIRONMENTAL ENGINEERING + all coursework for **Masters of Technology & Policy.**
Dept. Civil & Environmental Engineering; Ctr. Environmental Health Sciences, Technology & Policy Program
MASSACHUSETTS INSTITUTE OF TECHNOLOGY (M.I.T), Cambridge, MA.

B.S. ENGINEERING. SWARTHMORE COLLEGE, Swarthmore, PA. Tau Beta Pi, Sigma Xi.
