

# MICHELLE DYER

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288 ESSEX AVENUE, GLOUCESTER MA 01930 | 978.578.3796 | MICHELLEDDYER@GMAIL.COM

## EXPERIENCE

6/1/2008 TO PRESENT

Vice President

*Boston, MA*

### VICE PRESIDENT, SECOND NATURE

Senior Executive at a non-profit with a mission to accelerate movement toward a sustainable future by serving and supporting senior college and university leaders in making healthy, just, and sustainable living the foundation of all learning and practice in higher education.

- Lead strategy and operations of the organization, including developing organizational vision and strategy for achieving it, managing twenty team members and budgets, coordinating with members of the board, etc.
- Grew the team from four to twenty staff members, and annual budget from \$400K to \$2M annual in less than one year during the worst economic recession in modern history
- Co-managed outreach (communication with presidents and other senior executives) and implementation (signatory reporting and capacity building) for the American College & University Presidents' Climate Commitment (ACUPCC), growing the group of colleges and universities committed to climate action from 12 founding members to a over 650 signatories (over 30% of the US student body)
- Advised the Campuses and Carbon Offsets Working Group of the ACUPCC in the development of a formal protocol to guide offset purchases by higher education institutions
- Present frequently on key sustainability topics at higher education events (see below for details)

6/19/2006 TO 6/1/2008

Sustainability Consultant

*Boston, MA*

### PARTNER, GREENLAND ENTERPRISES

Founding partner of a sustainability consultancy that works with organizations to achieve their sustainability objectives by providing strategies and solutions for the unique social and environmental challenges of today's world, helping organizations profit in their move toward sustainability.

- Developed strategic plan for Second Nature, a non-profit organization with a mission to accelerate movement toward a sustainable future by serving and supporting senior college and university leaders in making healthy, just, and sustainable living the foundation of all learning and practice in higher education
- Developed program capacities and managed project to support financial, intellectual and social capacity development of the Master's in Strategic Leadership toward Sustainability program at the Blekinge Institute of Technology
- Carried out a sustainability assessment of an amusement park development in Kigali, Rwanda, identifying potential negative social, environmental, and economic impacts of the project, as well as concrete measure to avoid them, while creating previously unconsidered business opportunities

9/6/2004 TO 8/12/2005

Independent Management Consultant *Vancouver, BC*

### OUTSOURCING NEGOTIATION PROGRAM MANAGEMENT OFFICE COORDINATOR, BC HYDRO

Part of team that negotiated an amended \$1 billion outsourcing deal between BC Hydro, one of the largest electric utilities in Canada, and Accenture, a global management consulting, technology services and outsourcing company.

- Coordinated the program management office during the negotiation of an amended deal outsourcing all non-core services, including IT support, customer service, etc.
- Supported the Director of Business Development as advisor during negotiations and moderated clear

communications between working groups and organizations

- Managed the re-development of the BC Hydro Outsourcing intranet site, creating a clear architecture and concise content, facilitating inter-organizational communication

#### CHANGE MANAGER, BC HYDRO

Part of team that re-structured the transmission line of business and created British Columbia Transmission Corporation, a new organization with a mandate to manage BC Hydro's 500kV bulk transmission system, with \$3 billion in assets.

- Advised on and implemented management of change elements of transition, including communications management and training coordination
- Coached employees in both organizations on defining, mapping and implementing procedures to deal with process changes
- Facilitated strategy sessions for the Outsourcing Department and the Office of the Chief Information Officer

#### PROJECT COORDINATOR & TECHNICAL WRITER, UNIVERSITY OF BRITISH COLUMBIA DEPT. OF ORTHOPEDICS

- Interpreted scientific research, conducted additional research for, and wrote *Action Schools! BC*, a funding report to the government of British Columbia covering a study on the impact of physical activity on bone development and weight in school-age children

2/1/1998 TO 9/5/2004

Film Production Crew Member

*Vancouver, BC  
Los Angeles, CA*

#### EXECUTIVE ASSISTANT TO KEENEN IVORY WAYANS, WAYANS BROS. PRODUCTIONS

#### ASSISTANT TO PRODUCER/DIRECTOR & PRODUCTION MANAGER, VARIOUS FILM & TV PRODUCTIONS

Provided support to visiting film & television producers and directors on film and television projects and subsequently as a staff member of Wayans Bros. Productions. Managed production for independent film projects.

- Identified and implemented investment opportunities, leveraging the Wayans Bros. brand identity and Mr. Wayans' entertainment earnings into a multi-dimensional corporate entity, including real estate properties worth over \$15 million
- Represented Mr. Wayans in public relations, including a promotional tour of top-tier media outlets including: *The Oprah Winfrey Show*, *The Tonight Show with Jay Leno*, etc.
- Pre-screened scripts, advised on changes to and viability of, provided production support during filming and post-production of film and television projects for Mr. Wayans as part of the Wayan Bros. team, as well as for a variety of visiting producers and directors on projects including: *Insomnia*, *Smallville*, *Phenomenon*, etc.
- Coordinated the legal trademark and intellectual property clearances and permissions, resulting in one hundred percent impediment-free screening
- Assembled, negotiated with, and supervised teams of up to one hundred fifty crew members for independent film projects
- Developed and managed filming schedules and budgets, including negotiating supplier contracts
- Production managed *Come Together*, an independent film that won Best Romantic Comedy and Best Actress awards at the New York Independent Film Festival

## EDUCATION

CLASS OF 2006

Blekinge Institute of Technology

*Karlskrona, Sweden*

MASTER OF STRATEGIC LEADERSHIP TOWARD SUSTAINABILITY

- Thesis project developed *CDM Select*, a strategic project planning tool for Kyoto Protocol Clean Development Mechanism carbon reduction projects

CLASS OF 2001

Simon Fraser University

*Vancouver, BC*

BACHELOR OF ARTS (ART & CULTURE STUDIES)

- Awarded SFU President's Entrance Scholarship, SFU Open Scholarship and BC Provincial Scholarship
- LSAT: 90th percentile
- Post-graduate studies in economics and calculus
- Assistant Stage Manager of "Equilibrium," an SFU Contemporary Arts dance production
- Research assistant for Jin-Me Yoon, Professor of Contemporary Art & Artist

## PRESENTATIONS & PUBLICATIONS

PRESENTATIONS, KEYNOTES & PANELS

- Keynote and Moderator: "Green campuses, green schools, and a green future." Greentown Conference. Grand Rapids, MI (July 2009)
- Keynote: "Higher Education for Sustainability" Jostens National Sales Meeting. Orlando, FL (July 2009)
- Workshop Resource: Accelerating Campus Climate Change Initiatives Innovation Workshop. The Rocky Mountain Institute and the Association for the Advancement of Sustainability in Higher Education. Denver, CO (June 2009)
- Panel Member: "Evaluating Renewable Energy for Colleges and Universities" Greening Higher Education - Saving the Planet and Saving Money: A New England Leadership Forum. New England Board of Higher Education. Boston, MA (May 2009)
- Panel Member: "Climate Action Planning for the American College & University Presidents' Climate Commitment," NYAPPA Annual Meeting. Syracuse University, NY (April 2009)
- Keynote and Workshop: "Education for Sustainability" North Shore Community College, MA (March 2009)
- Workshop: "Leadership and Learning for Sustainability" Wake Forest University, NC (February 2009)
- Lecture: "Education for Sustainability" Wake Forest University, NC (February 2009)
- Keynote and Moderator: "Greening the Campus: How Educational Institutions Combat Climate Issues," Greentown Conference. Aurora, IL (October 2008)
- Presenter: "Understanding and Practicing Deep Sustainability." Global Learning Alliance. Boston, MA (September 2008)
- Panel Member: Our Task's Youth Earth Plan Release Conference. Arlington, VA (August 2008)
- Keynote: "The American College & University Presidents' Climate Commitment." Austin College, TX (April 2007)
- Keynote: "The American College & University Presidents' Climate Commitment." St. Edward's University, TX (April 2007)
- Keynote: "The American College & University Presidents' Climate Commitment." University of Texas – Austin, TX (April 2007)
- Keynote: "The American College & University Presidents' Climate Commitment." Texas State University, TX (April 2007)
- Keynote: "The American College & University Presidents' Climate Commitment." St. Mary's University,

TX (April 2007)

- Keynote: “The American College & University Presidents’ Climate Commitment,” Re-energize Texas Conference. University of Texas – Austin, TX (February 2007)
- Presenter and Panel Member: “The American College & University Presidents’ Climate Commitment,” Ohio Climate and Energy Workshop. Ohio University, OH (2007)
- Presenter: “Introduction to Strategic Sustainability,” Resident Advisors Orientation. Bridgewater State University, MA (2007)
- Keynote: “Introduction to Strategic Sustainability,” Speaker Series, Phillips Exeter Academy, NH (2007)
- Presenter and Panel Member: “Creating Consortia for Sustainability,” Institute for Community College Development Leadership Series. Cornell University, NY (2007)
- Keynote: “The American College & University Presidents’ Climate Commitment,” National Association of Educational Buyers New England Chapter. Holy Cross College, MA (2007)
- Presenter: “Creating Market Opportunities through Strategic Sustainable Development,” Make Markets Work for Climate. Amsterdam, Netherlands (2006)
- Poster Presenter: “Carbon Dioxide Stabilization Wedges: Synergistic strategies for addressing the energy challenge in China,” World Bioenergy Conference. Jönköping, Sweden (2006)

## PUBLICATIONS

- Seif Hattan A et al. 2009 (contributor). “Education for Climate Neutrality and Sustainability: Guidance for ACUPCC Institutions.” Boston: Second Nature and the American College & University Presidents’ Climate Commitment
- Hales D et al. 2008 (contributor). “Investing in Carbon Offsets: Guidelines for ACUPCC Institutions.” Boston: Second Nature and the American College & University Presidents’ Climate Commitment.
- Dyer G and McKay M. 2008. “Organizational Development” in *The Sustainable Enterprise Report*. Vancouver, Canada: Kyoto Planet.
- Waldron D, Robert, K, McKay M, Dyer G, Blume, R, and Khaleeli R. 2007. “A Guide to the Five-Level Planning Framework and its Applications.” Karlskrona, Sweden: Blekinge Institute of Technology.
- Dyer G, McKay M, Mira M. 2006. *From Clean Development to Strategic Sustainable Development*. Karlskrona, Sweden: Blekinge Institute of Technology.

## RELEVANT EXPERIENCE, SKILLS & INTERESTS

### ADVISORY & VOLUNTEER WORK

- Issues Expert, Global Philanthropy Group (2009-present)
- Green Advisory Council Member, Green Realty Trust, LLC (first “green” REIT registered with the SEC) (2007-present)
- National Expert Advisory Group Member, Green Schools Alliance (2007-present)
- Volunteer, Stratleade Sustainability Education (2007-present)
- Member, Society for Organizational Learning Sustainability Consortium (2006-present)

### SKILLS & EXPERIENCE

- *Languages:* fluent English; advanced French & Spanish; beginner Italian, Mandarin Chinese & Swedish
- *International Experience:* worked & studied in Canada, Mexico, Europe, Australasia; personal travel throughout the United States, Canada, Mexico, Europe, Kenya, India, Thailand and Japan
- *Computer Skills:* PC and Apple platforms, MS Office suite, MS Visio, MS Project, Salesforce
- *Hobbies:* trapeze artist, avid reader, amateur gourmet chef, aspiring gardener

## REFERENCES AVAILABLE ON REQUEST