

## LAUREL MCEWEN

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**McEwen Associates** - Eliot, ME

2013-current

*Translating complex scientific information into clear, actionable education*

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### Principal

McEwen Associates collaborates with experts from many fields to teach complex information to diverse audiences. We work at the intersection of sustainability, product design, R&D, and manufacturing to help organizations disseminate and apply sustainability initiatives.

- In collaboration with professional instructional designers, graphic artists, and software developers, produced The Green House Gas (GHG) Scope 3 Protocol e-learning course for the World Resources Institute and the World Business Council for Sustainable Development. Applying the cognitive theory of multi-media learning, this self-paced ten hour course teaches the protocol with interactive examples, hands on exercises and real world examples to illustrate how companies have applied the protocol to reduce climate change.  
Demo: <http://mcewenassociates.biz/wridemo/index.html>  
Interactive case study: <http://mcewenassociates.biz/clients/wri/index.html>
- Developed a customized Moodle learning management system (LMS) for life cycle assessment and created adult self-paced e-learning courses (eUnits) to teach life cycle assessment on this platform. The platform and eUnits are available for instructors to use around the globe when teaching life cycle assessment, and for students and professionals to use with an instructor or on their own 24/7. <http://iveezo.com>
- Researched and developed course titled “Demystifying Embodied Energy” for the Green Building Research Institute. This course demystifies embodied energy, explains climate change metrics, and identifies what architects need to know before sourcing materials for green building projects. Additionally, the course explains how LEED and Green Globes (green building certification programs) calculate embodied energy and award credits. Environmental product declarations (EPD’s) are also explained. <http://www.gbrionline.org/courses/demystifying-embodied-energy/>
- Prepared research report “Communicating the Value of Flexible Packaging in Reducing Food Waste” for Flexible Packaging Association. Study documents quantifiable scientific evidence of flexible food packaging systems reducing consumer food waste, develops key messages, and makes recommendations for education, communication and future research.
- Applied a blended learning, flipped classroom approach to train Kohler employees. Employees utilized the Iveezo e-learning platform for pre-lecture study and then met as a group for instructor-led classroom time to apply the information to their unique business situation.

**EarthShift** - Huntington, VT

2009-2012

*Leading life cycle Assessment software, consulting and training firm for Fortune 500 companies*

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### Senior Manager

Formulated and implemented strategic plans to guide the direction of company’s three departments: Life Cycle Assessment Software, Life Cycle Assessment Training, and Life Cycle Assessment Consulting. As company’s most senior employee, advised co-owners on external competitive landscape, opportunities for expansion, customers, markets, sustainability developments and standards. Prepared annual budgets and oversaw monthly profit and loss reports. Hired and managed sales and marketing staff. Guided and evaluated work of senior consultants. Directed all activities of training department; teaching, developing courses and training the trainers.

- Expanded Life Cycle Assessment Training department into world's largest on-site and on-line program with international affiliations and instructors.
- Developed fifteen new classes and training videos including the first of its kind recycling, interpretation and communication courses, now attended by climate change and life cycle assessment practitioners from around the globe.
- Launched world's first life cycle assessment training certificate program partnering with American Center for Life Cycle Assessment for professional certification testing.  
<http://www.earthshift.com/training/certificates>  
<http://lcacenter.org/1certification.aspx>
- Trained staff at the National Institute of Standards and Technology (NIST) currently developing sustainable manufacturing standards.  
[http://www.nist.gov/el/msid/lifecycle/sustainable\\_mfg.cfm](http://www.nist.gov/el/msid/lifecycle/sustainable_mfg.cfm)
- Trained over three hundred life cycle assessment practitioners from government and non-government organizations, universities, consultancies and corporations, utilizing using both on-site and on-line formats.
- Integrated sustainability and climate change metrics, and Life Cycle Assessment into the decision making of organizations such as: Amgen, Beckon Dickinson, Caterpillar, Chevron, Colgate Palmolive, ERM, General Electric, Genencor, Hewlett Packard, Levi Strauss, Merck, Millipore, National Renewable Energy Laboratory, Newell Rubbermaid, Sandia National Labs, Owens Corning, Proctor and Gamble, Rochester Institute of Technology, WSP.
- Participated in public comment of The GHG Protocol's Product Accounting and Reporting Standard, helping to define the modeling of recycling in carbon footprints.
- In collaborated with Life Cycle Engineering of Italy (<http://www.studiolce.it>), developed textile yarn and thread product category rule for client Universal Fibers.  
[http://environdec.com/en/PCR/Detail/?Pcr=8443#.U153i\\_Ssh8E](http://environdec.com/en/PCR/Detail/?Pcr=8443#.U153i_Ssh8E)
- Conducted carbon footprint and life cycle assessment on new pyrolysis technology for recycling of flexible packaging.
- Conducted carbon footprint and life cycle assessment on new process for the recycling of nylon carpet fiber.
- Conducted carbon footprint and life cycle assessment on the environmental implications of re-using sharps medical containers.
- Designed and wrote consulting project proposals with senior consultants to address client objectives.
- Served as mentor to senior consultants in the development of reports and presentations of carbon footprints and life cycle assessments to targeted audiences.
- Served as project lead for large life cycle assessment consulting engagements, managing internal and external consultants as necessary.
- Partnered with technical experts at government and non-governmental organizations, universities, research institutes and corporations to collaborate on client engagements.
- Delivered public presentations at industry conference.
- Developed and prepared key messaging and presentation materials for co-owners.

**EarthShift** - Huntington, VT

2007-2009

*Leading life cycle assessment software, consulting and training firm for Fortune 500 companies*

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**Consultant**

Applied Life Cycle Assessment and Sustainable-ROI methodology with Fortune 500 clients helping executives decipher complex environmental information and communicate essential messages to their internal and external stakeholders.

- Engaged cross-organizational client teams to harvest corporate information and create thorough footprint studies, completed on time and on budget.
- Maintained in-depth knowledge of carbon footprinting, life cycle assessment and environmental impact assessment methods to support client inquiries.
- Conducted a carbon footprint and life cycle assessment comparing alternative supplemental carbon sources added to waste water treatment facility designs to increase the removal of nitrogen and phosphorus.
- Conducted a carbon footprint and life cycle assessment to assess the environmental implications of utilizing recycled PET bottles in a thermoplastic polyester resin.
- Conducted a carbon footprint and life cycle assessment comparing the environmental implications of producing isoprene from sugarcane versus petroleum.

**Tights-On-Line - Eliot, ME**

1998-2005

*Leading on-line hosiery retailer*

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**Principal**

Conducted initial research, and business development plan for e-commerce company. Continually applied business knowledge to balance the daily demands of a start-up. Sold Company to Tights Please, UK.

- Grew business in excess of 100% each year with continual monitoring and updating of business and marketing plans.
- Achieved 70% repeat business by maintaining high standards in product quality and customer service.
- Reduced order processing labor times 50% by developing and implementing streamlined order processing software.
- Increased profit margin to over 25% by implementing stringent accounting and inventory controls.

**O'Donnell-Usen Fisheries - Tampa, FL**

1994-1997

*\$10M seafood division of ConAgra Foods*

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**Marketing Director**

Recruited to accelerate integration of newly purchased \$10 M Seafood Company into existing ConAgra Foods manufacturing facility and to open lines of communication and facilitated participation and agreement between quality control, research and development, sales, purchasing and production staff.

- Tightened cost control points and worked closely with production manager and cost accountants to identify opportunities for cost reduction in manufacturing procedures. Recommended product changes and/or elimination if profit margins could not be met.
- Set up two co-packing operations; one in Alaska, USA for a new raw fish product sold to Walmart and one in Idaho, USA for a new branded fish cake product.
- Implemented new FDA nutritional labeling laws for over 500 SKU's.
- Reduced packaging inventory by over \$2M by designing and implementing cost saving forecast software.
- Sourced new flexible packaging from supplier in Korea, working in Korea to set up quality control points.
- Evaluated the financial aspects of product development, such as budgets, expenditures, research and development appropriations, return-on-investment and profit-loss projections.

**National Sea Products - Portsmouth, NH**

1990-1994

*\$150M<sup>+</sup> seafood company*

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**Director US Retail Research and Development**

Recruited to develop new frozen seafood products and build cross functional teams capable of scaling up new design innovations through prototype and production on time and on budget.

- Worked with sales and marketing staff to identify new product opportunities.
- Hired and managed staff of food technologist, preparing work schedules and assigning specific duties.
- Worked with production manager to oversee all new product start-up activities, assuring client expectations were met.
- Tested new products for flavor, texture, color, nutritional content, and adherence to government and industry standards.
- Develop food standards, production specifications and quality control points for all new products.
- Conferred with process engineers, plant operators, flavor experts, and packaging and marketing specialists to resolve problems in product development.
- Evaluated food processing and storage operations and assisted in the development of quality assurance programs.
- Stayed up-to-date on new regulations and current events regarding food science by reviewing scientific literature and attending conferences.
- Created patented process (US Patent #5,770,252) purchased by ConAgra for their Healthy Choice brand.
- Directed start-up of ConAgra's production line, incorporating this new technology in just two months.
- Developed cost saving formula that took advantage of frequent price shifts for raw fish, saving \$15,000/shift on average.

**Seatrade International** - Portland, ME

1987-1989

*Seafood processor & exporter*

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**Business Manager**

Managed start-up of new shark production facility in Portland, Maine, USA.

- Wrote initial \$100,000 grant to fund the design of new processing equipment for shark.
- Located, selected, and procured fish for processing and exporting.
- Evaluated quality, and bid on fish at Portland Fish Exchange.
- Negotiated purchase contacts with fishing vessels and regional fish exchanges.
- Determined staffing requirements, and interviewed, hired and trained new employees, and oversaw personnel processes.
- Managed production staff of 30, preparing work schedules and assigning specific duties.
- Managed export of fish products to overseas markets, setting up all documentation and shipping logistics.
- Designed a cost management program to integrate daily auction prices with production yield estimates for sales staff daily pricing quotes.

**EDUCATION & AFFILIATIONS**

**MBA** – Peter T. Paul College of Business and Economics, 1987

**BA** – Invertebrate Zoology, University of New Hampshire, 1982

**Member** – American Center for Life Cycle Assessment

**Member** – International Society of Sustainability Professionals

**Volunteer Activities**

**Eliot Energy Commission** – Founded local town energy commission  
**Stepping Up Green** – Founded local non-profit which offered workshops and lectures on what homeowners can do to conserve energy.