

Johanna N. Goetzel

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OBJECTIVE Contribute to inspired teams, particularly for resilient health and sustainable systems.

PROFILE **Communications Expert**, presenting and writing for business and general audiences.
Project Manager, organizing research teams, leveraging international social networks.
Systems Designer, envisioning and planning integrative and resilient systems.

EDUCATION **Master of Arts, Climate and Society, 2013**
Columbia University, New York, NY
■ Science-based program focused on climate impacts on natural and human systems. Health research.

Science and Policy Summer Program, 2012
Sciences Po University, Paris, France
■ Bridging the gap between scientists and international policy makers.

Bachelors of Arts, Honors in English and Gender Studies, 2007
Wesleyan University, Middletown, CT
■ High Honors in English and Gender Studies. Teaching Assistant for Food Politics, Gov. department.

SKILLS **Software** (Google tools, html, front-end design, Mac and PC systems, data analysis tools, climate modeling/mapping, Matlab), **Online Organization** (website design and management, social networking, Prezi), **Financial and Decision Modeling** (Cost Benefit Analysis and Robust Decision Making, Raiser's Edge, Salesforce, QuickBooks, Payflow Pro, ActBlue), **Writing** (grants, technical and policy reports, blogs and marketing materials), **Teaching** (didactic, interactive, curriculum design), **Languages** (Spanish, some Hebrew and Portuguese), **Culinary** (L'academie de Cuisine).

EXPERIENCE **Vitality Institute** – 2014 – present, New York

HEALTH SYSTEMS **Policy Analyst**. Writing and researching healthcare polices to reduce the burden of NCDs. Develop-

CLIMATE & FOOD ing food programs for employee health and employer cost savings in US. Leading efforts to develop a health food in the workplace toolkit, called the EAT framework. Writing policy paper exploring links between agriculture and health policies and improvements. Nutrition, health and workplace wellness expert. Contributing to sales presentations and client relations. Coordinating conferences nationwide.

Earth Institute – 2013 – 2014, New York

Climate Change Policy Seminar Rapporteur. Organized discussion series and conference for Columbia University's science and policy community, on climate change policy and adaptation.

City Atlas – 2013, New York

Community Co-Manager. Managed a team of interns and writers. Analyzed the PlaNYC post-Hurricane report on resilience and advised sustainability-focused projects for the New York area. Wrote neighborhood rebuilding plans. Elevated brand by driving users to the site and product.

Nature Means Business – 2011 – 2013, New York

Principle Investigator. Researched, edited, and assisted with writing *Environmental Debt: The Hidden Cost of a Changing Economy* (Palgrave Macmillan, June 2013). Worked with former director of Greenpeace Solutions crafting a new framework for the 21st Century business connecting the ROI of business with the survival of the natural world. Developed web presence and marketing strategy.

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Eat Food Biz – 2012 – 2013, New York

Lead Researcher. Developed healthy child-friendly recipes for celebrity chef Jamie Oliver using American Heart Association guidelines. Worked with food industry leaders and start-up founders.

Greenpeace – 2010 – 2011, New York

Speech Writer and Corporate Consultant. Wrote, researched and edited speeches, blogs and reports detailing Greenpeace's work with corporate leaders internationally. Designed and maintained solutions website. Organized communications internationally and planned event. Hired and managed consultants.

Salsa Labs/Democracy in Action – 2009 – 2010, Washington, D.C.

Donations Specialist and Conference Manager. Assisted hundreds of non-profits with online tools for charitable contributions and communications. Coordinated user conference (300 people). Managed office operations (30 people) and contributed to sales efforts, developing content and credibility.

ORGANIZATIONAL EXPERIENCE

Virsona – 2009, Boston

Marketing Lead and Content Expert. Developed content for educational artificial intelligence software in a mid-sized start-up. Worked on social media and advertisement sales. Raised profile.

Harvard Business School – 2009, Boston

Research and Faculty Assistant. Gathered data for case studies supporting the Business International Government and Environment team. Organized events and supported Admissions and Student Services Departments.

Mannersmith – 2007 – 2008, Boston

Etiquette Consultant. Taught seminars in social networking, gracious dining and worked with professional and university students to craft 'elevator pitches.'

Artists Striving to End Poverty (A STEP) – 2005 – 2006, New York and India

Principal Investigator. Compiled information and conducted site visits for a New York City-based volunteer guide. Worked in Bangalore teaching English and sign language to physically and mentally handicapped girls and women.

Planned Parenthood – 2005, Middletown, CT

College Campus Educator. Organized events on CT campuses about reproductive health and rights.

Democratic Leadership Council – 2004, Washington, D.C.

Development Lead. Raised funds from high-level donors for DLC and candidates.

FELLOWSHIPS

Forthcoming in *American Journal of Health Promotion*, "**Health Across Sectors: Reduce the Burden of Disease in the United States**" Washington, D.C., 2014.

PAPERS

Food, Literature, and Language Conference Paper, "What is Not Said: The Food Network's Silenced Voices." San Antonio, 2010.

South Asian Journal, Harvard University "Handicap India," Boston, 2005.

Center for Humanities Fellow, "Domesticity: Past, Present, Future." Middletown, 2007.

Ford Fellow, Writing Workshop, Middletown, 2006-2007.

AFFILIATIONS

Association for Women in Sciences (**AWIS**); City Health Works; FoodTank; North East Business Group on Health (**NEBGH**); Global Food for Thought (The Chicago Council); Hot Bread Kitchen (**HBK**); Institute for Sustainable Cities (**CISC**); International Research Institute for Climate and Society (**IRI**); Steering Committee, Women in Sustainability Investing (**WISE**).