

# Speaker Biographies

## YOTAM ARIEL

FOUNDER AND CEO, BLUEFIELD



Yotam is a successful energy and environment entrepreneur who, through his ventures, served multi-billion dollar firms, brought modern electricity to tens of thousands of people in remote regions and reduced greenhouse gases. He is also a racing yachts captain and champion.

## TOWNSEND BAILEY

DIRECTOR, U.S. SUSTAINABLE SOURCING, MCDONALDS U.S.A., LLC



Townsend leads supply chain sustainability for McDonald's U.S.A. In this role, he works with product leads, suppliers, industry and stakeholders to integrate sustainability into McDonald's food sourcing strategies from the farm to the front counter of McDonald's 14,000+ restaurants in the U.S. He is also McDonald's global lead for coffee sustainability. He joined McDonald's in 2011 as Global Sustainability Manager, where he created McDonald's first comprehensive Sustainable Sourcing Guide and designed McDonald's first global tool for collecting data on raw material sustainability.

## PETER BYCK

PROFESSOR OF PRACTICE + DIRECTOR, ARIZONA STATE UNIVERSITY + CARBON NATION



Peter Byck is a professor of practice at Arizona State University, in both the School of Sustainability and the Cronkite School of Journalism. He is the director, producer and writer of carbon nation. Byck is currently in production for carbon nation 2.0 (cn 2.0) - an on-going series of short films produced in collaboration with ASU. He is also working with scientists and ranchers on soil health & soil carbon storage research via regenerative grazing - the focus of the 1st cn 2.0 short film Soil Carbon Cowboys, and many more cn 2.0 short films: [www.soilcarboncowboys.com](http://www.soilcarboncowboys.com).

## JOE CORNELIUS

PROGRAM DIRECTOR, ARPA-E, USDOE



Dr. Joe Cornelius currently serves as a Program Director at the Advanced Research Projects Agency - Energy (ARPA-E). His focus at ARPA-E includes bioenergy production and conversion as a renewable and sustainable energy source, transportation fuel, and chemical feedstock—applying innovations in biotechnology, genomics, metabolic engineering, molecular breeding, computational analytics, remote sensing, and precision robotics to improve biomass energy density, production intensity, and environmental impact. Cornelius spent over 30 years with Monsanto, Pfizer, and BASF.

## MAX DUBUISSON

DIRECTOR OF POLICY, CLIMATE ACTION RESERVE



As Director of Policy for the Climate Action Reserve, Max helps shape the direction of the Reserve's Policy and technical activities. He oversees the development of new emissions reduction project protocols, as well as the maintenance and interpretation of existing protocols. He also assists with technical work on the Reserve's climate finance ratings program, as well as various contracts and grants, and participates in several external stakeholder and advisory groups.

## RICH DUESTERHAUS

**DIRECTOR OF PROJECTS AND PARTNERSHIP, NATIONAL ASSOCIATION OF CONSERVATION DISTRICTS**



Rich Duesterhaus serves as the Director of Projects and Partnerships for the National Association of Conservation Districts (NACD). He has worked for the NACD for nearly 20 years in several positions. He has been involved the past three years in helping build an NACD network of nearly 200 Soil Health Champions across the nation. These producers are some of the leading-edge farmers in testing and adopting new as well as established practices and systems to increase soil health on their farms. In addition, he is engaged in helping revitalize conservation planning to lead to better environmental and economic outcomes.

## PIPA ELIAS

**SOIL HEALTH PROGRAM LEAD, THE NATURE CONSERVANCY**



Pipa Elias is Soil Health Program Lead at The Nature Conservancy. She manages the soil health program, which is helping advance the adoption of soil health practices across the US by drawing from the Conservancy's work across the country and helping catalyze new partnerships to drive scientific, economic, and policy solutions for soil health. Pipa's expertise is in applying scientific research to advance policy and conservation solutions, having started at The Nature Conservancy in 2014 as a Senior Policy Advisor for land use and climate change.

## NEAL FEEKEN

**GRASSLAND CONSERVATION PROGRAM DIRECTOR, THE NATURE CONSERVANCY**



Neal Feeken is the Grassland Conservation Program Director for Minnesota, North Dakota and South Dakota. Neal joined The Nature Conservancy in 2008 as Renewable Energy Coordinator and became Grassland Conservation Program Director in 2014. Prior to the Conservancy, he worked as Assistant Central Region Manager for the National Fish and Wildlife Foundation and he also previously managed a Soil and Water Conservation District in southern Minnesota. He holds a B.S. in Wildlife and Fisheries Management from South Dakota State University and a Masters in Nonprofit Management from Hamline University.

## BILLY GASCOIGNE

**CONSERVATION STRATEGIST, DUCKS UNLIMITED**



Billy Gascoigne is a Conservation Strategist with Ducks Unlimited, Inc. (DU), where in addition to conservation delivery, he focuses on emerging market opportunities, ecosystem service quantification, conservation finance, asset acquisition, and general business development. Billy leads DU's carbon program focused on preserving grassland acres at risk to conversion that has successfully partnered with over 75 landowners. Billy currently manages two Conservation Innovation Grants (2015 awards) focused on furthering carbon offset opportunities in the Northern Great Plains.

## NICHOLAS GOESER

**DIRECTOR, NATIONAL CORN GROWERS ASSOCIATION – SOIL HEALTH PARTNERSHIP**



Nicholas Goeser directs the Soil Health Partnership and soil health and sustainability for the National Corn Growers Association. In this role, Nick focuses on the construction of a demonstration farm network across Illinois, Iowa and Indiana. The goal is to connect soil health with on-farm management, crop productivity, profitability and environmental responses through data collection, analysis and communications. Nick's prior research background includes over a decade of research in the areas of crop production, nutrient cycling and management, and environmental quality. Prior to his work for the Soil Health Partnership and the NCGA, he held a Technology Development Representative role for Monsanto in Arlington, Wisconsin, focusing on germplasm and technology advancement.

## JEFF GOODWIN

RANGELAND AND PASTURE CONSULTANT, THE NOBLE RESEARCH INSTITUTE



Jeff Goodwin is a pasture and range consultant in the producer relations program with the Noble Research Institute. Before coming to the Noble Research Institute in 2016, Goodwin was the state rangeland management specialist for U.S. Department of Agriculture Natural Resources Conservation Service (NRCS) in Temple, Texas. Prior to that, Goodwin worked as the NRCS state grazing land specialist and provided leadership and coordination to the Texas Grazing Land Coalition. During Goodwin's 14-year career with NRCS, he worked in multiple locations in Texas as a rangeland management specialist.

## MARCY LOWE

CEO, DATU RESEARCH



Marcy Lowe is CEO of Datu Research, a consulting firm that provides the right data to leading institutions that are tackling humanity's greatest challenges. Her team of inquisitive researchers have done fieldwork in 19 countries to answer tough questions on public health, climate resilience, and ensuring a sustainable food supply for 9 billion people in 2050. In a series of Datu case studies in various geographies, her team is documenting the on-farm economics of important climate-smart agriculture practices that improve soil health. Before establishing Datu, Lowe was a senior analyst at Duke University's Center on Globalization, Governance & Competitiveness.

## JERRY LYNCH

VICE PRESIDENT, CHIEF SUSTAINABILITY OFFICER, GENERAL MILLS



Jerry leads General Mills sustainability efforts globally. In that role, he facilitates the Chairman's Sustainability Governance Committee which sets global sustainability strategy and policy, and oversees program development and implementation of sustainability programs. Lynch began his career at General Mills in 1995 and has served in general management and marketing roles across the company globally before taking on the sustainability leadership role in 2010. In addition to his day job, Lynch is a Fellow of the Institute on the Environment at the University of Minnesota, and volunteers his time as co-chair of the Board of Trustees of the Keystone Policy Center, and Advisory Board of the Food Recovery Network.

## BETH MCGEE

DIRECTOR OF SCIENCE AND AGRICULTURAL POLICY, CHESAPEAKE BAY FOUNDATION



Dr. Beth McGee is the Director of Science and Agricultural Policy with the Chesapeake Bay Foundation (CBF). With over 200,000 members and 170 fulltime staff, CBF is the largest non-profit organization dedicated to protecting and restoring the Chesapeake Bay. Beth has been at CBF since 2003 where she is the lead policy advisor and coordinator on regional water quality and agricultural issues and campaigns. She has managed several U.S. Department of Agriculture grants to explore and encourage agriculture's role in environmental markets.

## DAN NORTHRUP

USDOE, SUPPORT CONTRACTOR TO ARPA-E, BOOZ ALLEN HAMILTON



Dan is a technical support contractor from Booz Allen supporting ARPA-E. Dan assists in program design and management in the ARPA-E Agri-Energy portfolio, specifically in the TERRA and ROOTS phenotyping programs. He came to DC for a postdoctoral fellowship in genomics at the National Heart Lung and Blood Institute following a PhD from the University of Pennsylvania in Immunology.

## ROBERT PARKHURST

AGRICULTURAL DATA AND METRICS DIRECTOR, ENVIRONMENTAL DEFENSE FUND



Robert Parkhurst is Environmental Defense Fund's (EDF) Agriculture Data and Metrics Director. His mission is to help farmers and ranchers collect and report data on their conservation practices. He works with stakeholders to use information and technology to empower producers' decisions that benefit the environment. Robert has been recognized multiple times for his environmental leadership and has received a Climate Protection Award from the U.S. EPA for his leadership on climate change and two "CARROT" awards from the Climate Action Reserve for his work developing credible, accurate, and consistent GHG reporting standards.

## SUSAN PAYNE

COORDINATOR, ECOSYSTEM MARKETS AND CERTAINTY PROGRAMS, MD DEPARTMENT OF AGRICULTURE



Susan Payne coordinates the Maryland Department of Agriculture's Certainty and Ecosystem Markets Programs and administers the Department's Agricultural Nutrient and Sediment Credit Certification Program and its Healthy Soils Initiative. In addition to working with relevant federal and state agencies and entities, she sits on many national, regional, and inter-agency committees addressing water quality trading, interstate ecosystem markets, regenerative agriculture, climate change, and greenhouse gas reductions.

## DEBBIE REED

EXECUTIVE DIRECTOR, C-AGG



Based in Washington, DC, Debbie serves as the Executive Director of C-AGG by managing and providing leadership and development for C-AGG activities and meetings. Her extensive policy expertise in agriculture, climate change and natural resources serve to guide and inform C-AGG's work in the US and abroad. Debbie's past positions in the US legislative and administrative branches and work in the UN Framework Convention on Climate Change (UNFCCC) continue to support and inform C-AGG's policy and program development and stakeholder engagement and outreach. Debbie currently serves on the Board of Directors of Field to Market: The Alliance for Sustainable Agriculture, and co-chairs their greenhouse gas metric and soil carbon metric sub-committees. Debbie is also the President/Director of DRD Associates LLC.

## CHARLES RICE

CHAIRMAN OF BOARD ON AGRICULTURE, NATIONAL ACADEMY OF SCIENCES; KANSAS STATE UNIVERSITY



Charles (Chuck) Rice is a University Distinguished Professor and holds the Vanier University Professorship at Kansas State University. He is a Professor of Soil Microbiology in the Department of Agronomy. He earned his degrees from Northern Illinois University and the University of Kentucky. Dr. Rice teaches courses and conducts research on soil carbon and nitrogen, soil health, microbial ecology, and climate change impacts on agricultural and grassland ecosystems. His research includes work in several countries, especially Brazil. He has advised over 40 graduate students and 10 post-doctorates and has over 200 publications. Dr. Rice has also served in numerous capacities with professional societies including President of the Soil Science Society of America in 2011. Internationally, he served on the UN Intergovernmental Panel on Climate Change to author a report on Climate Change in 2007 and 2014 and was among scientists recognized when that work won the Nobel Peace Prize in 2007. He is a Fellow of the Soil Science Society of America, American Society of Agronomy, and the American Association for the Advancement of Science. In 2017, he received the "International" awards from the Soil Science Society of America and the American Society of Agronomy and was named the Hugh Hammond Bennett Awardee from the Soil and Water Conservation Society which recognizes exceptional service and national and international accomplishments in the conservation of soil, water, and natural resources.

## JEFFREY SEALE

PLATFORM LEAD & ASSOCIATE SCIENCE FELLOW, MONSANTO COMPANY



Dr. Jeffrey Seale is the Agricultural Environmental Strategy Platform Lead and an Associate Science Fellow at Monsanto. Having worked in the fields of biochemistry and protein science for more than 25 years, Dr. Seale's mission is to help eliminate poverty through the application of science and technology. At Monsanto, Dr. Seale is a recognized technical leader in the application of protein science and cell biology to foster crop improvement. He has led teams of up to 45 scientists in supporting research and development within the product pipeline from discovery to commercial launch. During his time with the company, he has also driven the creation of a Cambridge, MA research center and innovation hub dedicated to high throughput protein optimization, served as co-chair of Monsanto Sustainable Yield Pledge Awards, Monsanto's highest employee award.

## STEVEN SHAFER

CHIEF SCIENTIFIC OFFICER, SOIL HEALTH INSTITUTE



Dr. Steven Shafer was named the first Chief Scientific Officer (CSO) of the Soil Health Institute in May 2016. The Institute's mission is to safeguard and enhance the vitality and productivity of the soil. Launched in 2015, the Institute is an evolution of the Soil Renaissance, which was established in 2013 by the Noble Foundation and Farm Foundation to advance soil health and make it the cornerstone of land use management decisions. As CSO, Dr. Shafer is responsible for developing and establishing the scientific direction, strategy and implementation plan for Institute research programs and establishing the research priorities for the Institute. His duties include leading the scientific research and coordinating projects carried out at various institutions that advance soil health science and result in useful and reportable results.

## MARC VON KEITZ

PROGRAM DIRECTOR, ARPA-E



Dr. Marc von Keitz currently serves as a Program Director at the Advanced Research Projects Agency-Energy (ARPA-E). His focus at ARPA-E includes biological energy conversion processes, sustainable biomass production and utilization, as well as energy-efficiency. Prior to joining ARPA-E, von Keitz co-founded BioCee, Inc., an industrial biotechnology company, where he served as President, CTO, and Board Member. In these roles, von Keitz oversaw company management, technology leadership, fundraising, and strategy development. From 2000 to 2011 von Keitz was Program Director at the University of Minnesota's Biotechnology Institute (BTI) and was responsible for all scientific and managerial aspects of the university's central fermentation and bioprocessing facility, the Biotechnology Resource Center. At BTI he also developed and managed Minnesota's first laboratory based incubator facility for biotechnology startup companies.

## MARGARET ZIEGLER

EXECUTIVE DIRECTOR, GLOBAL HARVEST INITIATIVE



Dr. Margaret Zeigler is the Executive Director, Global Harvest Initiative (GHI). She is a thought leader in the international agriculture and food security arena with expertise in international poverty alleviation, agricultural development, organizational leadership and program management. She works in non-partisan and multi-stakeholder engagement and collaboration with a variety of food security organizations and institutions, including United Nations agencies, NGO's, U.S. government and the OECD, regional development institutions, foundations and the private sector.

