

**MARK VAN PUTTEN**  
PO Box 9055  
Reston, VA 20195  
703-444-1522  
mvp@conservationstrategy.com  
www.conservationstrategy.com

## **SUMMARY**

National leader in developing common sense solutions to environmental problems. Extensive experience as an organization builder and turn-around specialist. Recognized as a visionary leader with proven strategic thinking and planning skills and a solid record of turning long-term goals into ongoing organizational reality. Managed diverse revenue streams totaling more than \$100 million, including direct-mail membership fundraising, Internet marketing, direct-mail catalog sales, film and television production, and philanthropic support from foundations, individual donors and corporations. Founded successful environmental-strategy consulting practice.

## **EXPERIENCE**

**ConservationStrategy® LLC**  
**President and Founder**

**Reston, VA/Washington, DC**  
**2003-present**

Founder and President of environmental-strategy and organizational-development consulting firm comprised of network of associated CEO-level leaders of government, private sector and not-for-profit organizations.

- Retained by Water Advocates to foster U.S. leadership in addressing global safe drinking water and sanitation crisis.
- Retained by The Wilderness Society to develop “grasstops” strategy for selected, key Republican congressional districts to protect Arctic National Wildlife Refuge.
- Retained by International Association of State Fish & Wildlife Agencies to prepare strategic assessment of opportunities related to Comprehensive State Wildlife Strategies.
- Retained by Federal Highway Administration to develop public outreach and communications strategy for new handbook on protecting wildlife habitat.
- Prepared for The Aspen Institute assessment of progress in meeting Clean Water Act goals, subsequently published in *Tackling the Critical Conundrum*.
- Developed strategic “Healing Our Waters<sup>SM</sup>” Great Lakes restoration initiative funded by the Wege Foundation, Charles Stewart Mott Foundation, The Beldon Fund and the Frey Foundation.
- Retained by The Aspen Institute to organize and participate in meeting of U.S. leaders from diverse sectors to help set agenda for 2006 Fourth World Water Forum in Mexico.
- Retained by The Wege Foundation to develop strategic initiative for consortium of universities interested in sustainability.
- Developed and presented “Conservation in Black & White” environmental diversity program for University of Michigan School of Natural Resources & Environment.

**NATIONAL WILDLIFE FEDERATION  
President & CEO**

**Reston, VA/Washington, DC  
1996-2003**

Chief Executive Officer of America's largest conservation education and advocacy organization with over four-million members and supporters, a nationwide network of state affiliates, an annual budget exceeding \$100 million, a 28-member Board of Directors, and nearly 600 full-time employees based in eleven different locations.

- Represented NWF at the highest levels of international and national policy making on a range of issues including global warming, environmental implications of trade agreements, endangered species protection, public lands management and water resources management.
- Testified frequently before congressional committees and worked well with congressional and administration leaders of both political parties, enhancing NWF's reputation for nonpartisan, common sense solutions to environmental problems.
- Built and deployed grassroots network that achieved national legislative victories to restore the Everglades, protect the Arctic National Wildlife Refuge, reform wasteful and environmentally-damaging practices of the U.S. Army Corps of Engineers, and increase funding for state fish and wildlife programs.
- Represented NWF with national television, radio, and print media and gave speeches on diverse array of environmental topics before wide variety of audiences.
- Established rigorous strategic planning process with clear multi-year organization goals driving annual program planning and budgeting, eliminating a \$21-million accumulated operating deficit and transforming membership program's business model from marketing magazine subscriptions to building members' affinity for NWF's conservation mission.
- Doubled foundation grants to NWF and launched the first major donor initiative in NWF's history, personally recruiting 35 members for the "President's Council" of \$10,000+/year donors.
- Developed NWF's Internet strategy, including acquisition of eNature.com (provider of on-line, nature field guides), and piloted successful on-line membership recruitment model.

**NATIONAL WILDLIFE FEDERATION  
Eastern Division Staff Director**

**Ann Arbor, MI  
1992 - 1996**

In addition to serving as Great Lakes Regional Office Director, led NWF's conservation advocacy, organizational outreach and grassroots mobilization in 20 Eastern and Midwestern states, supervising three NWF regional offices addressing environmental issues in the Great Lakes, New England and Mid-Atlantic regions.

- Represented NWF as staff liaison to one-third of Board of Directors and in managing election process by which state affiliate representatives determine conservation policies and select Board members.
- Mentored staff of three regional offices in strategic planning and implementation.

**NATIONAL WILDLIFE FEDERATION  
Great Lakes Regional Office Director**

**Ann Arbor, MI  
1982 – 1996**

Founded NWF's Great Lakes regional office and built it into largest of nine regional offices with 20 professional staff and a million-dollar-plus budget, most of which was raised directly from foundations and major donors.

- Achieved national recognition as an environmental attorney specializing in international proceedings and federal litigation concerning water issues, including precedent-setting \$100-million-plus settlement resolving Lake Michigan fish kills by a pumped storage plant.
- Frequently represented NWF and other environmental groups before the International Joint Commission and its various boards and served as a member of the U.S. delegation negotiating with Canada a review of the Great Lakes Water Quality Agreement.
- Represented NWF before federal and state legislatures and administrative bodies on a broad array of water-related issues, including traveling frequently to Washington D.C. to lobby the U.S. Congress and represent NWF before the U.S. Environmental Protection Agency.

**UNIVERSITY OF MICHIGAN SCHOOL OF LAW  
Clinical Professor of Law  
Adjunct Assistant Professor of Law  
Clinical Assistant Professor of Law**

**Ann Arbor, MI  
1991 – 1996  
1986 – 1991  
1982 – 1986**

While serving as NWF Great Lakes Regional Office Director, founded the University of Michigan Environmental Law Clinic and built it into largest such clinic in the United States.

- Developed interdisciplinary program involving law students and graduate students from the School of Natural Resources and Environment in developing policy solutions to environmental challenges facing the Great Lakes region, especially with respect to toxic pollution, wetlands loss and loss of biodiversity.
- Developed and taught Law School seminar on the regulation of toxic substances.
- Taught introductory Law School course on federal environmental law.
- Team-taught course on environmental policy with faculty of the School of Natural Resources & Environment.

## **EDUCATION**

- J.D., *magna cum laude*, 1982; University of Michigan School of Law; Ann Arbor, Michigan; Contributing Editor, *Michigan Law Review*.
- B.A., 1976; Calvin College; Grand Rapids, Michigan; Co-editor, *Dialogue: A Monthly Journal of Arts and Opinion*.

## **COURT & BAR ADMISSIONS**

- District of Columbia Bar
- Michigan Bar
- United States Supreme Court
- U.S. Court of Appeals for the District of Columbia Circuit
- U.S. Court of Appeals for the Sixth Circuit
- U.S. Court of Appeals for the Seventh Circuit
- U.S. District Court for the District of Columbia
- U.S. District Court for the Eastern District of Michigan
- U.S. District Court for the Western District of Michigan
- U.S. District Court for the Northern District of Illinois

## **AFFILIATIONS, APPOINTMENTS & AWARDS**

- Selected as one of thirty “Clean Water Heroes” on 30th anniversary of U.S. Clean Water Act.
- Served on Executive Committee of “Green Group” (association of 35 largest U.S. environmental groups) and chaired committees on Everglades restoration and water issues.
- Served on U.S. Trade Representative’s Trade & Environment Policy Advisory Committee.
- Appointed by U.S. EPA Administrator William K. Reilly to Great Lakes Initiative Policy Advisory Committee.
- Appointed by U.S. EPA Administrator William Ruckelshaus to Pretreatment Implementation Advisory Committee.
- Appointed by Governor James J. Blanchard to Michigan Council on Environmental Quality.
- Served as charter member of Advisory Board for National Pollution Prevention Center in Higher Education (now the University of Michigan Center for Sustainable Systems).
- Presented keynote address at celebration of 100<sup>th</sup> anniversary of University of Michigan School of Natural Resources & Environment.
- Received Henry M. Bates Memorial Scholarship from University of Michigan School of Law and inducted into Order of the Coif.
- Boards of Directors memberships (current and past) include: Audubon Naturalist Society; Stewardship Project (founding Board Chair); Advisory Committee for “Summit 2005: Diverse Partners for Environmental Progress;” Potomac River Conservancy; Advisory Board of Energy Future Coalition; Container Recycling Institute; Environmental Education & Training Institute of North America; eNature.com (Board Chair); National Wildlife Productions (Board Chair); Michigan Council of Trout Unlimited; Huron River Watershed Council; West Michigan Environmental Action Council.