

PROFILE Providing communities with healthy, sustainable, local food is core to my mission.

With 20+ years of experience spanning green building practices, waste utilization, vertical farming, strategic development, and entrepreneurship—I understand the complexities of urban food systems and work with clients to develop personalized, strategic and comprehensive solutions tailored to their specific needs.

Key capabilities include:

- Assessment of resources and partnerships
- Identifying and meeting community food production targets
- Integrating thoughtful employment models
- Creating organic waste utilization systems
- Incorporating green building practices

EXPERIENCE

FOUNDER / OWNER, PENNY M MCBRIDE CONSULTING Jackson, WY 2016 - Present

- Work with clients to design wholly integrated food systems through urban agriculture
- Project manage market research to identify opportunities for new products and distribution channels
- Analyze and optimize urban agriculture food production systems
- Define sustainable waste utilization models
- Assist with organizational design, systems design, financial planning, and business development to drive sustainable practices in the food and energy sector
- Guide development of community partnerships and outreach efforts

VICE-CHAIR NORTH AMERICA, FARMTECH SOCIETY (FTS) 2018-Present

The Farm Tech Society (FTS) is an international non-profit industry association that unites and supports the Controlled Environment Agriculture (CEA) industry, seeking to strengthen the sector through the development and implementation of resilient and future proof methods and technologies for indoor growing.

VICE-CHAIR, ASSOCIATION FOR VERTICAL FARMING (AVF) International Organization
2016 - 2018

- Collaborate with AVF Board and Staff to advance the sustainable growth and development of the vertical farming movement
- Education Division oversight, facilitate programs with individual and industry members
- Work with key industry stakeholders to create partnerships to advance collaborative efforts to assess policy initiatives in the US

CO-FOUNDER / OWNER, VERTICAL HARVEST Jackson, WY 2008 - Present

- Conceptualized and developed three-story hydroponic greenhouse
- Raised \$3.8 Million in capital through equity, donations and grants for business start-up and construction capital
- Managed the business development process within a LC3 model

- Fostered community partnerships for fundraising, programming and product development
- Designed and implemented employment model for citizens with developmental disabilities
- Established sales channels including restaurants, groceries and regional distribution partners
- Developed produce line
- Collaborated on the design of appropriate growing systems
- Curated products for on-site retail space
- Defined key start-up goals and developed protocols to meet targets and track success
- Oversaw systems design for greenhouse operations including growing, packaging, and delivery

OPERATIONS MANAGER, TERRA FIRMA ORGANICS 2005-2008

- Assisted in the development of early financial models and maps for the implementation of a county wide organic waste and composting system
- Management accounts receivable and payables for a portfolio of small and large scale clients
- Managed community programs and partnerships
- Wrote grants for community based sustainability projects
- Coordinated operation permitting
- Managed funding and execution of Food Waste Feasibility Study for Teton County, WY
- Managed Food Waste Diversion Feasibility Study for Grand Teton National Park Concessions

RATER, LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN FOR HOMES (LEED-H) and HOME ENERGY RATING SYSTEM (HERS) Teton County, WY 2008 - 2012

- Rated single and multiple family developments to meet national LEED standards
- Energy modeled residential projects to adhere to EPA code compliance standards for HERS rating

CONSTRUCTION MANAGEMENT ADMINISTRATOR, DHS GENERAL CONTRACTING Teton Village, WY 2007 - 2008

- Executed Leadership in Environmental Design For New Construction (LEED-NC) rating for Hotel Terra in Teton Village, WY
- Coordinated subcontractor communication and scheduling

SUSTAINABILITY COORDINATOR Mountainside Village Victor, ID 2005 - 2007

- Grant writer for non-profit organization created to support community sustainability initiatives
- Designed and managed community events
- Implemented Energy Star and LEED-H programs

EDUCATION

ANTIOCH UNIVERSITY, M.A. ENVIRONMENT AND COMMUNITY Seattle, WA 2002 - 2004

Community-based organization solutions to critical environmental and social challenges and the potential to cultivate synergies that address or resolve social and environmental challenges.

COLORADO STATE UNIVERSITY, B.A. POLITICAL SCIENCE

Fort Collins, CO: 1985 - 1989

CERTIFICATIONS

CERTIFIED RATER, HOME ENERGY RATING SPECIALIST (HERS) 2009

Certified to energy model and inspect residential homes to meet the guidelines set by the Department of Energy

CERTIFIED RATER, LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN FOR HOMES (LEED-H) 2008

Certified to oversee compliance measures with builders, architects and subcontractors to meet United States Green Building Council certification standards

LEADERSHIP IN ENERGY AND ENVIRONMENTAL DESIGN ACCREDITED PROFESSIONAL (LEED-AP), UNITED STATES GREEN BUILDING COUNCIL 2007

SUSTAINABLE BUILDING ADVISOR CERTIFICATE PROGRAM, SEATTLE CENTRAL COMMUNITY COLLEGE/SEATTLE CITY LIGHT Seattle, WA 2004

NATURAL HOME BUILDING CERTIFICATE PROGRAM, SOLAR ENERGY INTERNATIONAL Carbondale, CO 2003

SPECIAL PROJECTS

GRAND TETON NATIONAL PARK WASTE UTILIZATION STUDY Teton County, WY 2011

Oversaw assessment of organic waste in Grand Teton National Park; categorized organic waste sources; and outlined methods for cost effective processing and utilization. Developed plan for reducing fees and environmental impact associated with hauling waste while instead delivering a renewable end product.

ROCKY MOUNTAIN BIOCYCLE CONFERENCE Jackson, WY 2009

Collaboratively organized a multi-day conference focused on the utilization of regional and national organic material. Facilitated workshops with key speakers and industry representatives to provide a comprehensive overview of both existing programs and progressive solutions.

LEED-H AND HERS CONTINUING EDUCATION UNIT (CEU) COURSES Teton County, WY 2008

Facilitated and organized CEU courses for realtors, builders and architects focusing on LEED-H and HERS standards.

PROJECT COORDINATOR FOR FOOD WASTE PILOT PROJECT Teton County, WY 2007

Developed integrated food waste recycling recommendations for Teton County, WY— program recognized as the New Recycling Program of the Year by Wyoming's Solid Waste and Recycling Organization.

YELLOWSTONE BUSINESS PARTNERSHIP 2006

Worked with team of 15 regional experts to design the Greater Yellowstone Framework for Sustainable Development, a regional framework for sustainable building and development.

Thesis: MOTIVATIONAL FORCES BEHIND PARTICIPATION IN RESIDENTIAL GREEN BUILDING PROGRAMS 2004

Quantified and analyzed the key motivational forces driving community participation in relation to 20 national sustainable building programs and associated implementation processes.

REFERENCES

David Sokol, CEO Teton Capital

Dickson Despommier, Professor Columbia University