

MARIELLE LARSON

5208 Sand Point Pl NE, Seattle, WA 98105 ■ marielle.larson8@gmail.com ■ (757) 969-0289

ENVIRONMENTAL ENGAGEMENT STRATEGIST

Collaborative stakeholder engagement strategist, proactive program manager, and outcome-oriented facilitator dedicated to improving water quality in the Salish Sea with a focus on innovative technology and environmental justice. Draws on unique experience managing PureBlue's water technology accelerator, crowdsourcing innovation technology solutions at XPRIZE, facilitating large-scale change at Deloitte, and leading community outreach around the Sound. Naturally curious; enjoys exploring complexity, fostering partnerships to develop creative solutions, and building buy-in for sustained change.

EXPERIENCE

EnviroIssues, Seattle, WA May 2019 – Current
Associate III

- Co-created outreach strategies for Sound Transit's 2020, 2021, and 2022 Progress Reports that were distributed to over 1.3 million households. Managed website, digital ad campaign, and communication in 7 languages, tripling community engagement
- De-escalated engagement during a NEPA Environmental Assessment, transforming a challenging relationship into solution-oriented collaboration. Facilitated 4 drop-in sessions, 4 large public events, and several briefings to NGOs and council members
- Lead natural lawn care campaign to reduce nitrogen and phosphorous stormwater runoff for Snoqualmie's NPDES permit. Proactively established partnerships with Tilth, Stewardship Partners, King Conservation District, and municipalities
- Inspire the next generation to protect stormwater through StormFest, a hands-on education event at 5 Highline schools. Coordinating with 5 municipalities and the Environmental Science Center to continually adapt the event to COVID-19 changes
- Collaborate with RainWise to build buy-in for rain gardens and cisterns. Co-hosted webinars with NGOs to expand engagement with underrepresented communities. Piloting chatbot with the Garden Hotline to help residents navigate the complex process

PureBlue, Seattle, WA February 2018 – April 2019
Aqualyst Program Manager

- Managed 46 scientific experts to evaluate and mentor 6 water start-ups. In 14 weeks the accelerator generated 13 potential projects, identified 3 new market applications, and established testing and engineering partnerships to scale the technologies
- Redesigned program and partnered with WRF LIFT Link to pilot a joint application and technical evaluation process to leverage our respective outreach efforts and networks while increasing start-ups' visibility and opportunities to accelerate their impact
- Led outreach strategy: created national media partnership, rebuilt website, hosted pitch event, launched a newsletter, and presented at a tradeshow to recruit 56 start-ups and 46 experts, connect with 400 end-users, and triple public engagement

XPRIZE Foundation, Los Angeles, CA February 2017 – November 2017
Visioneers Senior Associate Impact Designer

- Redesigned training and managed 5 teams of interdisciplinary experts to co-create and present incentive prize competitions within a tight 6-month time frame. Secured the most prize funding in the history of XPRIZE, \$77.9 M, double the previous year
- Facilitated 3-day workshop for 300 business and scientific leaders to iterate on designs, with 100% rated "Ready to Launch"

Deloitte, Washington, DC June 2014 – February 2017
Federal Consultant

XPRIZE Fellowship (May 2016 – October 2016)

- Co-created prize competition for real-time water quality sensors and decentralized water reuse. Built partnerships with Imagine H₂O, Virginia Tech, and Brita and secured global endorsements (e.g., Pacific Institute, California Water Board, Steph Curry)

National Institutes of Health (NIH) (May 2015 – May 2016)

- Developed Change Management Community of Practice, online toolkit, workshop, and advisory service that trained 500+ employees and enhanced 8 major projects in its first year. Built buy-in with scientists, outreach staff, and decision-makers
- Facilitated and designed a change management leadership workshop that is now a formal Deloitte offering. Personally trained 70 of NIH's and 25 of the American Cancer Society's executive leaders, catalyzing more proactive change management

National Oceanic and Atmospheric Administration (NOAA) (October 2014 – May 2015)

- Developed a Tableau dashboard with more accurate and actionable metrics, enabling data-driven improvements to HR services

Co-Founder DC Social Impact Community (SoCom) (June 2014 – February 2017)

- Launched community of practice. Collaborated on pro-bono partnerships, including developing a millennial engagement strategy for the Social Enterprise Alliance and facilitating 4 strategy hackathons for 17 social ventures at the Halcyon Incubator
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EDUCATION

College of William and Mary 2013
Summa Cum Laude, B.A. Process Management & Consulting, Sociology Minor

Match Middle School 2014
Corps Member