

MARIELLE KANOJIA

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, Marielle enjoys exploring complexity, fostering partnerships to develop creative solutions, and building buy-in for sustained change.

EXPERIENCE

University of Washington Puget Sound Institute, Tacoma, WA

April 2022 – Present

Stakeholder Engagement & Science Communication Manager

- Synthesized and amplified new model analysis, science, and affordability research to inform contentious nutrient management decisions that will shape the future of wastewater treatment, water quality, and our communities for decades to come
- Led 6 workshops on nutrients and 2 on PCBs that strengthened transboundary collaboration, prioritized scientific uncertainties, and highlighted applied research, engaging over 733 experts from universities, utilities, tribes, agencies, and community
- Facilitated a Model Evaluation Group to prioritize opportunities to improve trust in the Salish Sea Model's regulatory application

EnviroIssues, Seattle, WA

May 2019 – March 2022

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 a solution-oriented collaboration. Facilitated 4 drop-in sessions, 4 large public events, and several briefings to NGOs and council members
- Led 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
- Inspired 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
- Collaborated with RainWise to build buy-in for rain gardens/cisterns. Co-hosted webinars with NGOs to expand engagement with underrepresented communities. Piloted 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

- 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)
- Launched a 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
- Developed Change Management Community of Practice, online toolkit, workshop, and advisory service that trained 500+ NIH 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
- Developed a Tableau dashboard with more actionable metrics to enable NOAA to hire key staff faster than 6+ months

EDUCATION

College of William and Mary

2013

Summa Cum Laude, B.A. Process Management & Consulting, Sociology Minor

Match Middle School, Volunteer Corps Member

2014