

# Application Form

## Profile

Nicholas

First Name

J

Middle Initial

Schwanz

Last Name

[Redacted]

Email Address

[Redacted]

Primary Phone

[Redacted]

Alternate Phone

[Redacted]

Home Address

[Redacted]

City

[Redacted]

State

[Redacted]

Postal Code

## What Supervisory District do you live in? \*

District 5 Supervisor Lynda Hopkins

## Which Boards would you like to apply for?

Sonoma Mendocino Economic Development District: Submitted

## Please describe your relevant experience/expertise that you believe would make you a valuable member of this body.

I have been a consultant working at the intersection of business and the environment for many years. In the past few, my work has focused on innovation in the agricultural sector including working with dairy farms to capture and profit from their methane, with horticulturalists to mitigate their use of fossil fuel plastics, with farmers to introduce novel climate-friendly crops, and more. I'd love to bring that experience to the table to help our counties become a place where business and ecology can thrive, and areas known for leading the regenerative movement.

## Interests & Experiences

Question applies to multiple boards

**What interests you most about this agency? What skills or experience would you bring to best support the work of this agency?**

I'm interested in helping Sonoma County become more cooperative, self-reinforcing and proactive towards emerging cultural and commercial dynamics. I'm deeply passionate about interdependence strategy, climate resilience, and community engagement. I think my old career as a brand strategist for tech companies, and my new trajectory as a farmer and small business owner in Sonoma County will be able to bring some big picture/local mindset thinking to the board. My partner's and my dream is for Sonoma County to ultimately become a blueprint for what an equitable and regenerative community looks like. I be excited and honored to help envision that possible future, and move us in the direction however possible.

 Upload a Resume

**Please Agree with the Following Statement**

**You agree that the following information provided above is truthful.**

I Agree

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**Demographics**

**Gender**

Male

**Ethnicity (optional)**

White

**Occupation**

Climate Strategist

**Highest Level of Education. Select one of the following \***

College/University degree

**Primary Language**

English

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## Experience

Please list two local references below. Please provide their phone number and email address below.

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Ethan Brown [REDACTED] Crista Luedtke  
[REDACTED]

## Community Service Experience

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Russian River Chamber of Commerce: Marketing Director Economic Development Board of Sonoma County Founder of Solar Punk Farms, a climate education farm in Sonoma County

## Education

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Santa Clara University Class of 2009 Marketing and Art History

## Employment

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Nick Schwanz Strategy Consulting President 2016-Current Working with climate-focused companies to build their brands, narrative, marketing and communication plans, and innovation pipelines.

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## Commitment



## Hello and a quick note:

I'm a brand and communication strategist who helps business leaders define and manifest their organization's purpose. I do this through consumer research, creative story telling, product and marketing innovation, and strategic development. After a decade working with tech brands, I've focused my energy towards fighting the climate crisis. This means using my skillset to help organizations or initiatives that directly mitigate emissions and regenerate the health of natural ecosystems. I'm passionate, optimistic and chomping at the bit to help innovative and courageous teams do this critical work.

## WORK EXPERIENCE:

### Associate Partner | TwentyFirstCenturyBrand | May 2019 - Present

- We work with executive leadership teams to find and articulate their highest order brand purpose, and develop the strategies needed to implement that purpose across their products/services, communications and internal culture.
- As an associate partner, I am responsible for fostering and managing a book of business including lead generation, project design and pitching, profitability and ongoing relationship management.
- Client highlights include reshaping *Everlane* brand around sustainable fashion, creating sustainable behavior-change with *UberEats*, and helping *Intuit* shift their focus from financial maintenance to financial momentum.

### Brand and Innovation Consultant | Nick Schwanz Consulting | 2016 – Present

As an independent consultant, I've been able to partner directly with clients to create and implement brand strategies as an embedded part of their team. Some project highlights:

#### *Impossible Foods: Going from plant-based burger to Planet-Saving Brand*

- Worked with executive, marketing and science team to position and launch new products in market including "Beef 2.0", Impossible Sausage and Impossible Chicken Nuggets.
- Developed both traditional marketing campaigns that drove national awareness, and social/influencer strategies that turned Impossible into a beloved cult brand with Gen Y/Z.

#### *Upside Foods: Introducing the world to Cell Based Meat*

- Led the consumer research, product positioning and brand strategy development that informed the companies re-brand and 2022 GTM plan.
- Renamed the brand (from Memphis Meats), and led creative strategy as they developed a new visual identity that brings the brand strategy to life.

#### *Qapital: Empowering Gen Z to redefine financial happiness*

- Developed the companies first holistic brand strategy and led the external agency teams that brought it to life.
- Consulted with executive team to develop and deploy their brand narrative for investors and press.
- Worked with product leadership to concept, design and launch expanded suite of spending and investment tools.

### Brand and Communication Strategist | West SF | April 2015 - May 2016

- Developed brand strategies for rapid growth start-ups to help find or create viable markets for innovative new products.
- Designed and facilitated primary research, synthesized findings and worked with cross functional teams to turn them into actionable insights that inform product, communications, operations and culture.
- Learned how to take the big world of brand strategy to the scrappy world of start-ups, finding new ways to stretch budgets and maximize impact of brand through unexpected touch points.

### Sr. Account Lead | Wolff Olins | April 2013 - April 2015

- Managed enterprise scale brand strategy and innovation projects for some of the world's biggest organizations including Google, Facebook, Intel, Mozilla, Dreamworks and more.
- Managed large, global and cross-functional teams of strategists, designers, technologists and executives, which included project scoping, research, operations and production.

## OTHER PROJECTS:

**Co-Founder | Solar Punk Farms** | A permaculture based agro-tourism and climate education space in Sonoma County, CA  
**Advisory Board Member | AllRise** | An NGO focused on using international legal tools to combat the climate crisis

## EDUCATION:

**Santa Clara University** | Marketing and Art History | Cum laude | 2009  
**Permaculture Philosophy and Design Program** | Occidental Arts and Ecology Center | 2021  
**Post Carbon Institutes Climate Resilience Course** | 2019