

# MARC RICHMOND

515 Academy Drive, Austin, TX 78704  
(512) 447-5023, marc@practicaconsulting.com

---

## EDUCATION

CLAREMONT GRADUATE SCHOOL, Claremont, California

*M.A.P.P.* (Energy and Environmental Policy), *Center for Politics and Economics*, May, 1993

*M.B.A.* (International Business/Public Policy), *Peter F. Drucker Graduate Management Center*, May, 1993

*Thesis analyzed the marketing of residential energy efficiency / President of International Business Association*

MORAVIAN COLLEGE, Bethlehem, Pennsylvania

*B.A.*, (Economics); May, 1986

SWARTHMORE COLLEGE, Swarthmore, Pennsylvania

Undergraduate course work towards B.A., (Economics), 1981-1983

## EXPERIENCE

Practica Consulting, Austin, TX and Berkeley, CA

President (2005-present)

Consult with building professionals, policy-makers, non-profits, and the public on green building products and practices.

What's Working, Boulder, CO and Berkeley, CA

Project Manager (October 2003-2005)

Consult with building professionals, policy-makers, and the public on green building products and practices. Conduct FSC chain-of-custody audits.

City of Austin Green Building Program, Austin, TX

Manager (December 1997-August 1999), Project Manager (April-December 1997 and September 1999-present)

Managed an internationally recognized education and marketing program, which promotes concepts of sustainable design and construction. Educated architects, builders, engineers, suppliers, manufacturers and the public on resource-efficient building designs, materials and construction practices. Managed a staff of 11 professionals and \$1.3 million budget.

Texas State University, Interior Design Department, San Marcos, TX

Adjunct Professor (Course: Environmental Housing, Spring 2002)

Taught the introductory to Residential Housing course for interior design students covering the basics of housing types, interior design, structural elements, materials, mechanical systems, energy conservation and green building.

Bowerbird Construction, Austin, TX,

Supervisor (April 1996-March 1997)

Supervised and constructed all stages of two sustainable residences, managing 12 staff, client contact, billing, and materials.

Zeitgeist Environmental, Altadena, CA

Principal (July 1994-April 1996)

Consulted to architects on green building products and designs. Reviewed plans and specifications. Participated as a sustainable design charette team leader and principal member of Post-charette Publication Committee. Wrote winning RFP and consulted to manage a contract with the City of Los Angeles to increase economic growth, industrial recycling, and minority employment. Remodeled historic homes (framing, cabinetry, masonry, flooring, electrical, painting, etc.).

Eos Institute, Laguna Beach, CA

Project Co-Director (January 1995 - February 1996)

Developed grant proposals and received funding from the Turner Foundation for a national project to educate building professionals and the public on alternative wall systems. Researched wall systems to document costs, advantages/disadvantages, field experience, qualified manufacturers/installers, and appropriate applications. Represented the Eos Institute at trade shows, conferences and workshops to research and promote systems.

MARC RICHMOND

## **EXPERIENCE (continued)**

UCLA Extension, (course: The Ecology of Architecture), Westwood, CA

Lecturer (Fall 1994, Spring 1995)

Co-taught two six-week courses on sustainable design including environmental realities, siting and construction, structural and envelope systems, mechanical systems, and finally interior design and material choices. Developed all lecture discussions and handout materials, and graded all papers for class sizes of roughly 35 adult students.

Syndesis Inc., Santa Monica, CA

Environmental Building Consultant & Project Manager (July 1994-May 1995)

Directed all environmental construction aspects an "environmental showcase home" including specifying materials and adjusting designs for architectural division of the firm. Prepared reports, acquired material donations from manufacturers in trade for project publicity, and created promotional materials (project published in numerous trade journals). As project manager, was responsible for initiating a customer service, installation and repair department for the architectural precast concrete materials division of the firm. Managed sales, customer service, contracts, installations, and a crew of six.

Financial Energy Management Inc., Denver, CO

Project Manager (August 1993-May 1994)

Managed installations of retrofit energy efficiency equipment on a large hospital and smaller commercial buildings. Equipment changes included efficient lighting and solar window film. Managed a crew of eight and all client contact. Managed a local utility electric-to-gas heating unit conversion rebate program by selling program to homeowners, distributed rebate moneys, metered equipment pre and post-retrofit, and maintained contact with utility representatives. Other responsibilities included preparing requests for proposals (RFPs) to utilities nationwide.

Applied Design Inc., Bethlehem, PA,

Architectural Woodworker, Residential Remodeler (April 1988-May 1990)

Apprentice woodworker in small shop designing and building woodworking details for historic buildings. Remodeled small commercial and residential buildings (framing, drywall, tile/marble, painting and electrical).

Frey Electric, Bethlehem, PA,

Apprentice Electrician (December 1987-June 1990)

Apprenticed with journeyman electrician on residential remodeling projects.

Hanoverville Roadhouse, Bethlehem, PA

Restaurant Manager, Commercial Remodeler (May 1987-November 1988)

Managed a 125 seat fine dining establishment. Worked on full gut/remodel of restaurant.

NYNEX Business Centers, Allentown, PA

Administrator (August 1986-May 1987)

Managed inventory, ordering, and shipping for business-to-business personal computer sales office.

Marketing Representative, (July 1986 - December 1986)

Marketed personal computers and typewriters to small businesses.

## **SKILLS**

Managing projects, staff, operations, research and sales/marketing

Technical expertise in energy efficient and sustainable construction and marketing

Communicate well orally and in writing.

Fluent in German, and conversational in Spanish.

Certified dance instructor. Hobbies include tango/salsa/swing dancing, collecting art and 1950s period elements.

## **ORGANIZATIONS**

Build It Green, Advisory Board Member

West Coast Green Conference, Board Member

Unites States Green Building Council, LEED-Residential Steering Committee, former Chair

California Energy Commission, Wall Systems Collaborative, former Co-Chair Education Committee

**MARC RICHMOND**

## **PRESENTATIONS**

### **Conferences**

- 1998 Biocycle National Conference, Dallas, TX  
Texas Recycling Summit 1998, Austin, TX  
US Green Building Council Government Summit, San Diego, CA  
International Green Building Conference, Austin, TX
- 1999 4<sup>th</sup> Annual Joint Services Pollution Prevention & Hazardous Waste Management Conf., San Antonio, TX  
Texas Natural Resource Conservation Commission Environmental Trade Fair, Austin, TX  
Carolina Recycling Association Conference, Myrtle Beach, SC  
American Institute of Architects National Convention, Dallas TX
- 2000 Building Green Symposium, Harvard Graduate School of Design, Cambridge, MA  
US Green Building Council Membership Summit, Gleneden Beach, OR  
Carolina Solar 2000 Update, Raleigh, NC (keynote)  
Polyisocyanurate Manufacturers Association Membership Conference, Galveston, TX  
Sustainable San Antonio Conference, San Antonio, TX  
US Green Building Council LEED Conference, Racine, WI (2 times)
- 2001 GreenPrints 2001, Atlanta, GA  
American Solar Energy Society Forum 2001, Washington DC  
US Green Building Council LEED Conference, Racine, WI  
US Green Building Council Membership Summit, Tucson, AZ  
Affordable Comfort Conference, Milwaukee, WI  
Texas Renewable Energy Roundup, Fredericksburg, TX  
Mayor's Roundtable on Green Building, Asheville, NC (keynote)
- 2001 American Society of Interior Designers Super Campus, New Orleans, LA  
Texas Renewable Energy Roundup, Fredericksburg, TX
- 2002 International Green Building Conference and Expo, Austin, TX  
Texas Renewable Energy Roundup, Fredericksburg, TX
- 2003 American Council for an Energy Efficient Economy's National Symposium on Market Transformation  
International Green Building Conference and Expo, Pittsburgh, PA
- 2004 Green Building Expo, Park City, Utah
- 2005 EcoBuild America, Orlando, FL  
World Environment Day, San Francisco, CA  
Green Materials Showcase, San Francisco, CA  
Green Building Expo, Park City, Utah
- 2006 Structural Insulated Panel Association Annual Conference, Austin, TX  
West Coast Green Conference, San Francisco, CA  
Solar Power 2006 Conference, San Jose, CA

### **Colleges and Universities**

University of California - Los Angeles, Sonoma State University, University of Texas - Austin, University of North Texas, Texas A&M University, Southwest Texas State University, New College of California, University of Redlands, Austin Community College

### **Major Seminars**

National Association of the Remodeling Industry, Sustainable Buildings Industry Council, American Society of Interior Designers, Austin Green Building Program, Sustainable Building Coalition, State of Texas Energy Office, Center for Maximum Potential Building Systems, AmeriCorps Green Building Training Seminars, Iowa Center on Sustainable Communities, Recycle Utah, Green Homes Northeast, Build It Green: Green Remodelers Guild

## **PUBLICATIONS**

### **Books**

Healthy Construction Guidelines (co-editor with Christi Graham)

### **Videos**

US Environmental Protection Agency, Green Building Case Studies (interviewee)

US Environmental Protection Agency, Austin Green Building Program (narrator/presenter)

### **DVD/CD-ROM**

Green By Design (project manager)

Green Building: Your Edge in the HomeBuilding Marketplace (co-presenter/trainer with David Johnston)