



EDWARD L. QUEVEDO, J.D.

Curriculum Vitae

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Founder and Director, Regenerative Design;

Head of Practice

The Foresight Lab

Bureaus: San Francisco/Redwood (Global Headquarters and Home Office) | Harlem, New York | Bahia, Brazil | Providence, Rhode Island | California High Sierra | California Wine Country | Los Angeles | The American Midwest | The American Southwest | Honolulu, HI

1. CREATIVE AGENCY AND PROFESSIONAL PRACTICE EXPERIENCE

The Foresight Lab, San Francisco (Global HQ), CA

Founder & Head of Practice; Director, Regenerative Design

February 2017 - Present

The Foresight Lab is a collaborative advisory, cultural transformation, and diplomacy creative agency composed of educators, policy innovators, international diplomats, social entrepreneurs, sustainability practitioners, scientists, social finance experts, and non-profit leaders working together to build the Affectionate Economy. This represents a [fundamental reframing of the conventional consumer economy](#), grounded on integrity, sufficiency, social justice, and ecological regeneration, rather than consumption, exploitation, and the destruction of ecosystems in the relentless pursuit of profit.

Role: Lead regenerative justice, diplomacy, and civil rights commissions, and creative advisory, across our portfolio, and direct applied research and teaching programs. Guide iconic philanthropies, institutes of learning, national, state, and regional/local governments, civil society organizations, impact-focused non-profits, large corporations and early-stage startup companies, to transform and enhance performance, shift organizational culture, and strengthen the effectiveness of their use of human, natural, and financial capital. From foresight planning and strategy to management systems; from social justice and civil rights to organizational development; from diplomatic interventions in cities for reform police departments and heal the wounds of racial prejudice and predatory policing, to developing character-based curriculum for secondary and post-secondary institutions; from climate adaptation and resiliency to climate mitigation and soil sequestration strategies; from regenerative business models for companies to regenerative agriculture solutions for cooperatives and small farmers; from corporate responsibility to and diversity and inclusion; the tools and methods applied and deployed by the Agency build and cultivate more nimble, humane, and ecologically regenerative organizations and communities. The commissions we undertake are designed to build the Regenerative Economy, by shifting the institutions of civil society toward a regenerative, verdant, inclusive, and abundant future.

Peninsula Open Space Trust, Palo Alto, CA

Board Member

January 2023-July 2023

POST holds in trust a network of protected lands where people and nature connect and thrive. These lands are preserved forever so present and future generations benefit from the careful balance of rural and urban landscapes that makes our region extraordinary. We have preserved over 83,000 acres of open space in San Mateo, Santa Clara and Santa Cruz counties. The landscapes we protect and care for enhance the lives of residents and visitors, ensure a vibrant future for wildlife and benefit our local economy.

Role: Advise POST on justice and equity initiatives, working to create a region of equitable access. Guide the organization in its journey to better understand how power, privilege and unconscious bias surface in our work, and defining how we must change going forward. Propose approaches to advancing our work to better include the voices of Black, Indigenous and other people of color in determining how we work, where we work, and with whom we work. Serve on Compensation & Budget and Development Committees of the Board, and on the POST Inclusion Council.

Potlikker Capital, Alexandria, LA and Oakland, CA

Board Member

August 2021-Present

Potlikker Capital is a farm community-governed charitable integrated capital fund created to holistically serve BIPOC (Black, Indigenous and people of color) farmers in America who operate at the intersection of racial and climate justice. It works to preserve and increase the diversity of America's farmers, ranchers and agricultural managers who covenant to:

- Increase equitable access to healthy food for their communities
- Build wealth and knowledge within their local BIPOC farming communities
- Farm to address climate change through adopting regenerative farming practices

Potlikker provides capital to its member farmers to:

- Stabilize and grow existing businesses;
- Deliver access to higher value markets;
- Enable access to cooperative ownership opportunities across the food-value chain;
- Advance educational opportunities and resources including assistance in implementing regenerative farming practices; and
- Catalyze an agroecology/agribusiness internship program to develop the next generation of American BIPOC farmer entrepreneurs.

Role: Advise Potlikker on regenerative and biodynamic farming practices, contribute to building effective business models to advance its mission, provide creative advisory to ensure long-term, foresightful transformation of the national food and nutrition provision system, and otherwise contribute to advancing the multi-generational imperative to repair our soil while advancing the role of BIPOC Farmers in American society.

Kiss the Ground, Los Angeles, CA

Strategic Advisor

June 2019-May 2021

This transformative non-profit, based in Los Angeles, California, was founded by the co-owner of Café Gratitude. KTG exists to inspire participation in global regeneration through rescuing and revitalizing the earth's soil system. Ryland Engelhart learned that building healthy soil has the miraculous ability to sequester carbon from the atmosphere and knew in his heart it was a story that had to be shared with the world. And it's not just carbon storage; the ways that soil stands to positively impact lives of billions worldwide are tangible and immediate: replenished water cycles, restored fertility, regenerated ecosystems. Ryland told Finian Makepeace, childhood friend and professional musician, and together they began telling others about the power of healthy soil. They inspired a group of friends: filmmakers, marketing experts, restaurant owners, gardeners, designers, soil geeks, and activists who began to meet once a week in Ryland's living room, and

Kiss the Ground was born.

Role: Provide strategic advice, trend-spotting guidance, culture-building, and organizational development creative inputs to the organization.

The Institute for the Future, Palo Alto, CA

2014-2017

Research Affiliate

The Institute for the Future brings people together to make the future—today. IFTF deploys practical tools, research, and programs that turn **foresight** into the critical new **insights** that ultimately lead to **action**. The core of IFTF's work is identifying emerging discontinuities that will transform global society and the global marketplace. IFTF provides organizations with insights into business strategy, design process, innovation, and social dilemmas.

Role: Contribute to Programs in Regenerative Future Economies and the Institute's Future of Learning and Peace and Social Justice Lab Programs. Participate in the action research and advisory work of Programs in Civic Governance, the Future of Resource Use & Planning, and the Future of Community Engagement; work with Fortune 500 firms, small local start-up social ventures, towns and cities, other public agencies, civil society organizations, and non-profit institutes to advance the study and practice of effective, efficient, responsible resource use and sustainable development. Contribute to strategic planning and scenario development for private sector and cross-sectoral organizations seeking to build a more just, vibrant, and inclusive economy locally, nationally, and globally.

Reos Partners, LLP, San Francisco, CA, and Oxfordshire, United Kingdom

2014 - 2021

Emeritus Agent

Reos is one of the leading international, private sector diplomacy agencies in the world, and also delivers social sculpturing and strategic interventions in the context of advising and counseling national and regional governments and other civil society organizations on complex problem solving and strategic transformation using systemic change models.

Role: Direct and participate in complex, high-stakes, diplomatic interventions to solve political disputes, diffuse combat and open hostility actions, and broker peace in Africa and other geographies. We advised institutions of higher learning, civil society organizations, transnational entities, and private sector firms on foresight, future patterning and strategic planning. We integrated sustainable and regenerative development principles into national, regional, and local policies, and into organizational plans and programs. Problem patterns included: energy, environment, development, health, education, food, finance, social cohesion. Solutions developed within and across business, government, and civil society organizations, often across multiple cultures and multiple geographies. Deliver change labs, learning journeys, scenario exercises, participatory research, facilitated workshops, and training courses.

HIP Investor, San Francisco, CA

2014-2016

Senior Advisor

HIP is a donor and fund-centric advisory providing guidance to social finance, progressive finance, and other Funds on investment with a purpose, using the HIP criteria (Human Impact + Profit).

Role: Design and deliver strategic advisory and foresight guidance to the executive team and support HIP's investment strategy, market shifting program dimensions, and business development efforts.

WSP Environment & Energy, Holborn House, London, UK; San Francisco; and Offices Worldwide

Founding President, Head of Practice, North American Agencies

2000-2008

Established North American operations of this global agency based in the United Kingdom, and grew it from a staff of 2 to a staff of 170+ in 17 offices.

Role: Advise and represent broad range of corporate entities, public sector agencies, and institutions of higher learning in a variety of contexts including sustainable development and corporate responsibility; strategic development; environmental, health and safety compliance; products liability and products compliance; and natural resources consulting matters.

2. TEACHING AND ACADEMIC APPOINTMENTS

Arizona State University, College of Global Futures, Tempe, AZ

Professor of Practice

July 2023-Present

In the College of Global Futures, we prepare our students to address some of the greatest challenges of our time, from ensuring the social benefits of powerful new technologies and creating just and sustainable futures, to exploring solutions to emerging issues that transcend the limitations of conventional thinking.

Our Vision: A sustainable, equitable and vibrant future for everyone on a thriving, healthy planet.

Our Mission: To foster learning, discovery and partnerships that drive informed, positive action, as we work together to build a better future.

Role: Contribute foresightfully to the direction of The College of Global Futures, working directly with the Vice President and Vice Provost of Global Futures. Develop a set of curricular and development approaches to meaningfully advance the Teaching and Research missions of The College, and of ASU.

Lorry I. Lokey Graduate School of Business, Mills College, Oakland, CA

Visiting Assistant Professor, Sustainable Enterprise

March 2013- July 2016

Lead Faculty, Concentration in Socially Responsible Business

Director and Senior Research Fellow, Center for Socially Responsible Business

Courses:

- Socially Responsible Business (Graduate School of Business)
- Community Development and Resiliency Policy (Public Policy Program)
- Special Topics in Education Policy: Measures of Scholastic Achievement in Early Childhood Education – Implications for Socio-Emotional Development (Graduate Program in Education Leadership – Graduate Seminar)
- Corporate Responsibility, Toxics, Science & Society (Undergraduate Upper Division Course)
- California Water Agencies and Water Districts: An Overview and Policy Primer (Graduate Program in Public Policy)
- The Future of Learning: Community Based Education (Graduate Program in Education Leadership)
- Impact Investing and the Socially Responsible Investment Marketplace (Graduate School of Business and Policy Program Cross-over Course)

Presidio Graduate School, San Francisco, CA

August 2010-June 2013

Dean of the Faculty

Program Director, Center for Professional Education at Presidio Graduate School

MBA Program Chair (October 2011-June 2012)

Core Faculty, MBA and MPA Programs in Sustainable Management and Sustainable Public Policy

Faculty, Executive Certificate Program at Presidio Graduate School

Courses:

- MBA Integrative Capstone - Social Entrepreneurship (MBA Degree Program)

- MPA Integrative Capstone - Public Policy Development (MPA Degree Program)
- California Water Law & Policy: Seminar in Law & Society (Graduate Elective Course)
- The Future of Resource Use and Operating Efficiencies in Agricultural Regeneration
- Public Administration Seminar: The California General Plan Law and Sustainability Planning (MPA Graduate Program)
- Sustainable Practices in the Global Wine Sector (Dual Degree Program Elective)
- Sustainability and Eco-Systems Performance Metrics (Executive MBA Program)
- Leadership, Strategy, and Right Livelihood (Executive MBA Program)
- Strategy, Scenario-Setting, and Complexity (Executive MBA Program)

Dominican University School of Business & Leadership

Program Faculty, Green MBA Program in Sustainable Enterprise, San Rafael, CA June 2003 - August 2010

*Faculty Chair and Program Director, **Green Your MBA** Executive Certificate Program, School of Business & Leadership*

Faculty Chair and Program Director, Sustainable Practices Certificate Program, Professional and Continuing Education Program

Courses

- Business, Law & Ethics (Undergraduate bachelor of science in management degree program)
- Principles of Sustainable Management (Undergraduate bachelor of science in management degree program)
- International Development and Sustainability (Undergraduate bachelor of science in management degree program)
- The Global Agriculture Sector and Sustainable Development (Green MBA Program)
- Thriving Regenerative Enterprise (Capstone Leadership & Strategy Course, Green MBA Program)

Ithaca College, Ithaca, NY

Visiting Scholar

June 2003- November 2005

3. LEGAL AND LAW PRACTICE APPOINTMENTS

Katovich & Kassan Law Group LLP and Cutting Edge Capital, Oakland, CA

Senior Counsel and Director, Sustainability and Innovation

2011-2012

Paladin Law Group LLP, Walnut Creek and Santa Barbara, CA

Partner; Chair, Sustainability Practice Group

2009-2011

Farella Braun + Martel LLP, San Francisco, CA

Senior Counsel; Group Leader, Sustainability Practice

2008-2009

Pillsbury Winthrop LLP, San Francisco, CA

Partner, Environmental Law Group; Chair, Sustainability Practice Group

1998-2000

Manatt, Phelps & Phillips LLP, Palo Alto, CA

Associate Attorney; Partner; Chair, Environmental Practice Group

1991-2000

4. EDUCATION

University of California, Berkeley

Juris Doctorate (cum laude)

May 1984

Concentrations in Natural Resources & Water Rights, and Law & Social Policy

- Distinguished Service Award, Graduate Teaching 1983
- First Place, McBaine Moot Court Competition, 1984

- Dean's Award for Excellence in Scholarship and Community Service 1984
- Doctoral Thesis: *The Federalist Papers & The Nicomachean Ethics: Revolution and Movements of Social Conscience in U.S. Society*

University of California at Los Angeles

May 1979

A.B. Dual Degree in Philosophy and Political Theory (cum laude)

- Concentrations in Attic Greek Philosophy, Political Economy, and Political Philosophy
- Senior Thesis: *Aristotle's Ethics: A Blueprint for Ethical Governance in Society*

5. BAR ADMISSIONS

Admitted to Practice: California Bar and Federal Courts in the Ninth Federal Judicial Circuit and Federal Districts; and to the European Court of Justice.

6. PUBLIC SERVICE

- From 2001 through Present, Develop climate response, adaptation, and/or mitigation plans for the Cities of London, UK; Amsterdam, The Netherlands, and Lowell (MA), Santa Cruz (CA), Fort Collins (CO), Napa, CA, and many other jurisdictions in the US, Canada, and EU.
- Research Associate, National Council for Science and the Environment, Summer 2017 – Present
- Member, Lawyers' Committee for Civil Rights under Law, 1984 – Present
- Member, Faculty, Environmental Forum of Marin Master Class, 2006-2010 (delivering classes in Sustainable Economies, The Economics of Climate Change, Social Finance for Regenerative Development, Sustainable Land Development, Community Development, and Right Livelihood)
- Member, Board of Directors, Multi-State Working Group on Environmental Performance, 1996-2010
- Advisory Board Member, Silicon Valley Toxics Coalition, 1996-2003
- Member, US Technical Advisory Group to TC 207 on development of ISO 14000 Series of Standards, 1996-2003 (EMS Standard, Eco-Labeling Standards, and LCA Standards; Team Leader, ISO 14031 Guidance on Environmental Performance Assessment)
- Member, Advisory Board and Chair, Board of Directors, Silicon Valley Environmental Partnership, 1998-2007
- Advisory Panel, Dow Jones Sustainability Group Index Launch Team, 1997
- Board of Advisors, Tellus Institute LEED® Development Group, 1998-2004
- Founding Advisor, Sustainable Silicon Valley, 2000-2002
- Founding Board Member and Advisor, Sustainable Tompkins County (New York), 2003-2005

7. PUBLICATIONS, RECENT COURSES, & MEDIA APPEARANCES

Policy and Regulatory Innovations in Product Design

- Book Chapter for Design for Environment: Creating Eco-Efficient Products and Processes, Joseph Fiksel (1995)

Ethical Dimensions of Community and Investor Relations Communication and Governance for Sustainable Management

- (With Dr. Judy Weisinger, Associate Professor of Business, Graduate School of Business, Mills College) Book Chapter for Teaching Ethics Across the Management Curriculum: A Handbook for Faculty, PRME (2014)

Graduate Studies Workshop: "Towards an Economy of Equity: Transformation for Justice & Peace", Impact@CIIS, The California Institute of Integral Studies (8th October 2020)

[The Public Bank Solution: Regenerative Justice and Inclusive Economic Equity](#), The Public Banking Institute & Princeton Television (1st October 2020)

[How Should Companies Lead in Troubled Times? Allyship Is Only a Start](#), The Multimedia Platforms of Triple Pundit/3BLMedia (24th September 2020)

[The Public Bank Solution: Regenerative Banking and The New Economy](#), The Public Banking Institute & Princeton Television (18th September 2020)

[We Are Trustees of Our Democracy: We Need to Act Like It](#), The Multimedia Platforms of Triple Pundit/3BLMedia (27th August 2020)

[Earth Day Always: Transformation for Climate and Social Justice](#), Earth Day Always Channel, YouTube USA (15th July 2020)

[Breaking the Cycle: A Formula for Truth & Reconciliation in America](#), The Multimedia Platforms of Triple Pundit/3BLMedia (6th July 2020)

[Reimagining Policing in America: A Path to Truth and Reconciliation](#), PCC Forum, The California Institute of Integral Studies (3rd December 2020)

[The End of Sustainability: Regenerative Development and Cultural Transformation](#), This Way to Sustainability Conference, University of California, Chico (25-26 March 2021)

[Lessons from The Verdict in Minnesota vs. Derek Chauvin: Policing and Justice in America](#), Earth Day Always Channel, YouTube USA (17th June 2021)

[From Warriors to Guardians: Can We Transform Policing?](#) Earth Day Always Channel, YouTube USA (23rd September 2021)

[Reimagining American Philanthropy: Part 1](#), The Public Banking Institute & Princeton Television (21st September 2020)

[Climate Justice: Systemic Racism and The Global Climate Emergency](#), Earth Day Always Channel, YouTube USA (27th September 2021)

8. PROFESSIONAL ENGAGEMENTS AND ADVISORY

Natural Resource, Sustainability, Climate Policy & Climate Change

2021 – Sustainability and Regenerative Design Advice – BMW Designworks USA

2021 – Sustainability and Operational Guidance, and DEI Program Development – The Fair Food Network

2020-2021 – DEI and Social Justice Program Development – Suez Environment

2018-2020 – Sustainability Operations and Program Development – Fetzer Vineyards

2018-2020 – Sustainability Performance and Metrics Development – Flex Manufacturing

2011 – Advisory and Consulting Services, California EPA

Provide strategic and policy guidance to Cal/EPA on implementation of AB 32 and the design and operation of California's carbon market mechanisms.

2007 – Advise & consult to the Bavarian Ministry of Environmental & Spatial Planning on state-wide sustainable water supply planning effort; lead consulting team convening regional conversations to design, define, and map future sustainable water use planning tool set.

2004 – Advise & consult to British Columbia Ministry of Water, Land and Air Protection on sustainable water rights and water supply planning; provide guidance on new Provincial Groundwater Classification System

2000 - Advisory and Consulting Services, UK Dept. of Energy and Climate Change
Advise & guide the DECC and UK Ministry of Environment on funding strategy, development, and implementation of Clean Development Mechanism (CDM) and UK-wide Carbon Emissions Reduction and Carbon Market establishment.
(see <http://www.decc.gov.uk/>)

2002 - Advisory and Consulting Services, European Union Directorate General 11
Advise and guide EU Directorate General 11 (Environment and Climate Change) on development of the European Union Climate Change Strategy and Emissions Trading Scheme (EU ETS).
(see ec.europa.eu/clima/policies/ets/index_en.htm)

1990-2001 – Provide special master and water master services to several California water agencies, including dispute resolution, overlying use conflicts, and conjunctive use planning

Sustainability Master Planning & Sustainable Building Design

1996 – Design and conceptualization – Multnomah County Regional Multimodal Transit Center (Oregon)

1996 – Quantum Corporation R&D Operations Center, Rochester, Minnesota

1998 – Advisor to US Green Building Council on LEED® Criteria Development

1998-2000 – Advisor to City of Seattle, Washington, on development of the first sustainable city plan in the U.S.

2003-2005 – Advisor to City of Calgary (Alberta, Canada), on development of Calgary 2050 Plan and Sustainability Management System for the city

2003-2006 – Advisor to City of Fort Collins, Colorado, on development of Sustainability Plan

2003-2007 – Lead Advisor to Ithaca College (Ithaca, NY) on Sustainably Designed Business School Building Project

2008-2011 - Advisor to Malama Kaua'i, a non-profit organization designing master planned community strategies on Kaua'i, Hawai'i

2009-Present – Advisor to City of Santa Cruz, Planning and Community Development Department, on Sustainability Element of City General Plan

2010-2011 – Advisor to City of Napa on development of Sustainability and Climate Action Plans

2010-Present – Advisor to the City of Tucson, Arizona, on development of Vulnerability Assessment and Climate Adaptation Plan

2011-Present – Advisor to City of Capitola on sustainability dimensions of General Plan Development

2012 – Advisor to California Air Resources Board on Cap-and-Trade Market Monitor Training

2014-Present – Member, Board of Directors, Coro Foundation

Environmental Management, EHS Management, and Sustainability Management Systems (SMS)

1999-2008 - Advisor to BMW Group; Genencor, International, Inc.; E&J Gallo Wineries; Coleman Natural Foods; and other firms in implementing SMS programs based on the SMS Guidance Document®.

1996-2006- EMS Advisor to the United States Forest Service, the East Bay Municipal Utility District, Applied Materials, Inc.; Benziger Family Winery; NVIDIA Corporation; Genentech, Inc.; Mercedes-Benz U.S.

International, Inc.; Novellus Systems; Quantum Corporation; Allergan, Inc.; and Sun Microsystems, Inc., among others.

2003-2005 - Advisor to the University of California system (10 campuses) on development of integrated EHS Management System (ISEM) and an EHS compliance framework.

2003-2006 - Advisor to the Wisconsin Department of Natural Resources in implementation of a State-wide EMS.

2002-2003 – Advisor to the Bavarian Ministry of Environment and Spatial Planning on state-wide water policy dialogue; provide advice on developing and implementing regional water policy revisions.

2002-2004 - Advisor to the Texas Commission on Environmental Quality (TCEQ) on establishment of an EMS auditing framework to support the Clean Texas® Initiative.

1999-2001 - Lead Team of EMS Advisors for Multi-Facility EMS registration project on behalf of Western Digital Corporation (including facilities in Santa Clara, California, and Singapore and Malaysia).

EHS Compliance Program Design, Development, Implementation and Auditing (Domestic & International)

2001-2004 - Advisor and special counsel to Tulane University, University of South Carolina, and University of Wisconsin, on development of university-wide EMS and EHS compliance programs.

2006-2008 - Global EHS compliance and EMS advisor to NVIDIA Corporation.

2003-2010 - EHS program development and auditing advisor, and outside EHS counsel, to Applied Materials, Inc.

Non-Financial Reporting and Other Engagements

1996-2008 – Sustainability and Corporate Responsibility report design and development advisor to Applied Materials, Inc., Cisco Systems, Genentech, Inc., Suncor Energy, Electrolux AG, LP Corporation, Quantum Corporation and Allergan, Inc.

1999-2001- Advisor to the California Environmental Protection Agency on the Sustainable California initiative, designed to re-orient California's environmental regulatory regime to encourage the private sector to take up Agenda 21 and related sustainability efforts.

2000-2002 - Co-founder of Sustainable Silicon Valley (www.sustainablesiliconvalley.org), a regional EMS implementation which has created one of the most prominent community-based climate change efforts in the United States.

2003-2006 – Advisor to the Prince of Wales Trust (United Kingdom): [The Business of Peace and Peace-Making In Civil Society Program](#).

1999-2003 – Advisor to BMW Group on development of third generation corporate wide Strategic Plan and focused Strategic Plan for Motorcycle Production Group.

1999 – Advisor to University of South Carolina on development of Institutional Plan.

2003-2004 – Advisor to Ithaca College on Conceptualization and Design of Sustainable Building Plan for School of Business, and curriculum innovation across the College on sustainable development.

2009-2010 – Advisor to Straus Family Creamery on Development of corporate strategic plan.