

Tensie Whelan

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EMPLOYMENT

- President** (2000 - present)
RAINFOREST ALLIANCE NEW YORK, N.Y.
- Manages \$39 million international nonprofit organization working in 70 plus countries to promote change in land use practices, business practices and consumer behavior.
 - Works closely with board, staff, environmental leaders, governmental officials and business leaders to promote the development and implementation of best management practices for natural resource-dependent activities.
 - Responsibilities include: vision, strategic planning, staff and board management, external and internal communications, and fund-raising.
- Management Consultant** (1997 - 2000)
WHELAN ASSOCIATES NEW YORK, N.Y.
- Clients: Environmental Defense Fund, Federation of State Conservation Voter Leagues, League of Conservation Voters, the Rainforest Alliance, NY 21, the Hudson River Park Alliance, Brooklyn Bridge Park Alliance, TR Fund, Con Edison, the Beldon Fund.
 - Services: strategic planning, communications planning and materials development, fund-raising, program management, research reports, campaign planning, board development.
 - Highlights: designing strategic plan and raising \$450K budget for a dormant Brooklyn Bridge Park Coalition; starting the Federation of State Conservation Voter Leagues, raising \$400K, and initiating 10 new state leagues of conservation voters; and designing the communications materials used in the successful campaign for the Hudson River Park.
- Executive Director** (1992 - 1997)
NEW YORK LEAGUE OF CONSERVATION VOTERS NEW YORK, N.Y.
- Built organization from \$65K budget, no staff in 1992 to \$850K budget in 1997, ten full-time staff, and two regional offices.
 - Elected 70-80 percent of the candidates NYLCV supported. Led the successful statewide campaign to pass the 1996 Clean Water/Clean Air Bond Act.
 - Built strong board and expanded group of financial supporters, institutionalized annual gala, and developed successful major donor program.
 - Increased NYLCV's profile and credibility with elected officials and members of the press. Developed regional advisor committees, chapters, and a file of 200K environmental voters.
- Vice President, Conservation Information** (1989 - 1992)
NATIONAL AUDUBON SOCIETY NEW YORK, N.Y.
- Managed \$1 million budget, 14 full and part-time staff.
 - Developed Activist Newsjournal into a network of 100K activists (from 10K in 1989). Produced activist training materials.
 - Developed and implemented communications model for Audubon campaigns, which was successfully implemented for endangered species, the Arctic, and ancient forests.
- Environmental Communications Consultant and Journalist** (1987 - 1989)
SELF-EMPLOYED SAN JOSE, COSTA RICA

- Contributor to Interpress News Service, Panos News, South-North News Service, Gemini News Service, Tico Times, Environment, Environmental Action, Sierra, the Amicus Journal.

Managing Editor, Ambio, a Journal of the Human Environment (1985 - 1986)
ROYAL SWEDISH ACADEMY OF SCIENCES STOCKHOLM, SWEDEN

- Planned and produced six issues per annum on topics such as third world energy development and water pollution. Managed staff of five and \$300K annual budget.

International Communications Specialist (1983 - 1985)
WORLD WILDLIFE FUND - US WASHINGTON, D.C.

- Designed and implemented environmental communications projects; conducted media workshops in the Caribbean for West Indian natural resource managers.

Associate Director, Gallup Youth Survey (1981 - 1982)
GALLUP POLL PRINCETON, N.J.

- Designed questionnaires for young adults, analyzed poll results, and wrote weekly press releases published by Associated Press.

EDUCATION

M.A. International Communication (1983)
AMERICAN UNIVERSITY, SCHOOL OF INTERNATIONAL SERVICE WASHINGTON, D.C.

B.A. Political Science (1981)
NEW YORK UNIVERSITY NEW YORK, N.Y.

Graduate, One-Year Management Training Course (1991)
MANAGEMENT IN ACTION SAN FRANCISCO, C.A.

Graduate, Executive Presentation Skills Course (1991)
COMMUNISPOND NEW YORK, N.Y.

BOARDS

Board Member (2006-present)
INTERNATIONAL INSTITUTE FOR SUSTAINABLE DEVELOPMENT CANADA

Board Member (2007 -present)
SOCIAL ACCOUNTABILITY INTERNATIONAL USA

Steering Committee Co-Chair (2006 - present)
SUSTAINABLE FOOD LABORATORY USA

Advisory Board Member (2005 - present)
UNILEVER SUSTAINABLE AGRICULTURE ADVISORY BOARD NETHERLANDS

Advisory Board Member (2007 - present)
FORTIS CSR ADVISORY BOARD NETHERLANDS

Former Board Chair (2000 - present)
BROOKLYN BRIDGE PARK CONSERVANCY NEW YORK

Former Board Member (1998 - 2001)
LEAGUE OF CONSERVATION VOTERS EDUCATION FUND WASHINGTON, D.C.

FORMER Board Member (1990 - 1998)
RAINFOREST ALLIANCE NEW YORK, N.Y.

LANGUAGES

English, Spanish, French, Swedish