

# MARC CAMPBELL

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## PROFESSIONAL SUMMARY

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- Innovative sustainability professional with proven experience integrating ESG concepts into corporate planning and operations
- Results-oriented strategic thinker with strong analytical capabilities
- Adept communicator and storyteller with extensive writing and public speaking experience
- Effective influencer, collaborator, and change agent
- Dynamic and motivating team leader

## EXPERIENCE

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- August 2022 – present**     Assistant Vice President, University Sustainability Practices, *Arizona State University*
- Serve as Deputy Chief Sustainability Officer
  - Establish strategic direction and annual planning processes for operational sustainability, achievement of the university's sustainability goals, and student, faculty, and staff engagement
  - Lead ASU's public sustainability reporting efforts, including development of annual Greenhouse Gas Inventories and submissions to multiple sustainability ranking frameworks
  - Help create institutional sustainability principles and standards for energy and water use and conservation; new construction and renovation; waste management and recycling; and procurement practices and products
  - Build and leverage relationships with campus administrative, operational, academic, and athletic units to drive sustainability outcomes across the enterprise
  - Collaborate with campus partners to shape and deliver internal campus communications about sustainability and serve as a campus spokesperson on sustainability topics
  - Develop and maintain tools, metrics, and key performance indicators for assessing progress toward sustainability goals, including overseeing decarbonization
  - Foster effective partnerships with local organizations and university suppliers to support community sustainability solutions
  - Identify and pursue grants and other funding mechanisms to enhance operational sustainability funding

September 2014 – August 2022 Manager, Sustainability Policy and Programs, *SRP*

- Advise the Chief Sustainability Executive on emerging sustainability trends and topics and their potential business impacts
- Establish strategic direction for corporate sustainability and develop sustainability action plans to guide annual progress
- Developed and implemented a holistic suite of sustainability goals beyond just carbon emissions reductions, an electric utility industry first, that also focuses on facilities water and energy use, supply chain performance, waste reduction, electric grid enablement, and customer and community engagement
- Manage external sustainability stakeholder relationships and processes with broad customer and public audiences to ensure SRP's sustainability objectives are relevant, transparent, and address material community issues
- Built a collaborative and repeatable external stakeholder process (which one global technology company called the best stakeholder process they had ever participated in, regardless of industry) to integrate community perspectives into SRP's corporate sustainability goals and initiatives
- Lead development of corporate greenhouse gas inventories to quantify scope 1, 2, and 3 emissions and work with appropriate internal teams to create key performance indicators for meeting reduction targets
- Implemented new management systems to socialize and embed sustainability deeper into SRP's culture, priorities, and operations, including establishing a leadership governance structure, integrating sustainability narratives into financial planning, corporate communications, and employee engagement, and creating a data governance process to measure performance
- Direct sustainability research, peer benchmarking activities, and annual public reporting, including climate risk analysis work, in alignment with CDP and TCFD
- Provide thought leadership and subject matter expertise to SRP's Strategic Energy Management team in support of more than 35,000 large, medium, and valued business customers
- Developed a market-segmented electric vehicle (EV) strategy designed to address social equity in advancing SRP's EV adoption goal
- Led corporate efforts to restructure SRP's carbon and renewable energy certificates accounting procedures to align with The Climate Registry protocol and provide customer-specific delivered emissions factors
- Coordinate with the Electric Power Research Institute on sustainability issues, such as materiality analyses, climate change scenarios, and science-based targets
- Responsible for driving 100% employee engagement in sustainability and have built an internal green team with more than 600 employees

March 2011 – September 2014 Sr. Water Rights Analyst, *SRP*

- Participated on corporate planning teams that analyzed threats, challenges, and opportunities to SRP and provided policy recommendations

- Guided water planning efforts in the electric service territory by building strategic partnerships with municipal water providers, state agencies, and economic development organizations
- Directed development of SRP's water resource plan for supporting electric growth in Northeast Pinal County
- Crafted strategies and implemented processes for engaging state and international officials through the Arizona-Mexico Commission in joint information exchange and long-range water planning initiatives concerning bi-national desalination
- Managed federal process for securing 2,160 acre-feet of Central Arizona Project Non-Indian Agriculture Priority water for power generation

January 2004 –  
March 2011

Sr. Water Planning Analyst, *SRP*

- Coordinated SRP's Water Group annual strategic planning process, resulting in annual fiscal year goals and budget initiatives
- Assisted water acquisition efforts for potential new power generation projects, including identifying available supplies and devising acquisition strategies for the New Nuclear Development Project with APS
- Monitored emerging water resource issues and wrote white papers on potential impacts
- Created SRP's Smart Irrigation Controller rebate program, the first water-efficiency program ever offered by SRP to customers and shareholders
- Directed all operational and research aspects of the DesertWise Landscape Research Exhibit, a water conservation and demonstration project, including building strategic partnerships with water conservation companies that leveraged a \$5,000 budget into a completed project valued at \$100,000
- Negotiated a partnership with the Arizona Department of Water Resources that distributed more than 1,500 efficient pre-rinse spray valves to customers with commercial kitchens, resulting in an average water savings of 25% per valve and an annual electric cost savings of \$130 each

July 2002 –  
January 2004

Land Agent, *SRP*

- Coordinated with local Native American communities and the Bureau of Indian Affairs on electric transmission and distribution issues, including acquiring and renewing rights-of-way and leases across tribal lands
- Assisted SRP power operations by reviewing electric design plans, writing legal property descriptions, and acquiring electric easements for new subdivisions
- Expedited federal agency approvals for a new 69kV transmission line on the Fort McDowell Indian Community, resulting in a \$250,000 savings

July 1998 – May  
2002

Historical Analyst, *SRP*

- Composed histories of internal policy development for executive management
- Analyzed confidential material and drafted litigation support memos

- Researched development of legislation with potential impacts on Arizona water and power operations and drafted executive summaries of bill evolution
- Co-authored a historical monograph of SRP's history from 1917 to 2000

## EDUCATION

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1997 – 2001	Doctor of Philosophy (ABD), History, <i>Arizona State University</i>
1995 – 1997	Master of Arts, History, <i>University of Oregon</i>
1990 – 1994	Bachelor of Arts, History, <i>Rutgers University</i>

## PROFESSIONAL ACTIVITIES/CONTINUING EDUCATION

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- Advisory Committee, Economic Assessment of Heat in the Phoenix Metropolitan Area, The Nature Conservancy
- City of Phoenix Urban Heat and Shade Tree Subcommittee
- Board of Directors, Keep Arizona Beautiful
- National Renewable Energy Laboratory Energy Executive Leadership Program, 2019
- Community Advisory Panel, Intel Corporation
- Regional Council, Arizona Forward
- Greenhouse Gas Protocol Corporate Standard Certification
- GRI Certified Sustainability Professional