

CAT SHRIER

1209 E Street, SE, Washington, DC 20003 * (202) 344-7894 * cat@watercitizen.com

WebTribeGuide Consultant

**Washington, DC, California, International
2014-Present**

Work with educators, healers, coaches and transformational leaders on transferring their onsite courses and events to online events including websummits, courses and membership programs combining live online presentations and Masterminds with online Facebook programs. Developed online launch strategy, marketing analysis, and marketing activities for UCLA faculty on financial education leading to a \$5K+ seed launch (full-scale launch planned in 3 months). Designed full Product Launch Formula launch strategy for attitudinal healing program in Costa Rica with retreats throughout Western Europe. Designed LeadPages for Online Mastermind program for yoga instructors.

WaterCitizenNews.Com Founder/Publisher

**Washington, DC
2012-Present**

Developed startup national media/communications company on water news, education, and WaterTainment™. Developed WaterCitizenNews.Com newssite with as many as 10K unique visitors/month and 2.7K water citizens on email list. Attracted sponsorship interest from 80 companies including several Fortune 500 corporations for funding of projects. Interviewed water leaders including leadership of corporations, association, utility and agency leaders and published water-related stories on business, technology, policy, community, sports & recreation, arts & entertainment, culture & religion, community profiles. Managed website, email list, online interview video series, and social media accounts. Livetweeted “The Water Connection” for Presidential Debates, World Water Forum & other events, attracting more than 260 twitter followers. Created #WaterIsSexy button campaign – distributed several thousand buttons throughout water events and on Capitol Hill. Provided writing, copy editing, and layout for website content and publicity materials (email updates, posts, tweets) using WordPress, LeadPages, Constant Contact, aWeber. Created, produced, hosted several Online TV programs featured on our YouTube Channel including the Keys to Water in Congress, Water Vetrepreneurs Special and Water Innovation Nation Year-End Celebration. Organized and led online and “hybrid” (online/onsite) Mastermind groups for entrepreneurs. Nominated for Water Environment Federation award for water journalism. www.watercitizennews.com

Watercat Consulting LLC President/Founder

**Washington, DC
2007-2011**

Founded and ran consulting practice to provide review and analysis, education and outreach on water and water-related resource management approaches to support water planning efforts, policy development and implementation. Clients include federal, state and provincial water and energy agencies, municipalities, federal research agencies, and irrigation districts. For DC Water Resources Research Institute (DCWRRI), completed DC water education strategic plan and evaluation report, organized 15-week DC Area Water Issues Program, including weekly speaker. For US Department of Energy (DOE), state water agencies, and several national water and energy associations, organized 3-day symposium on integrated water-energy planning. Organized one-day forum on managed underground storage policy, planning, and permitting issues for National Academy of Sciences (NAS) with attendance and participation by 25 states and 3 federal agencies. For City of Phoenix and Arizona agencies, reviewed water quality considerations and state policies related to reclaimed water recharge and indirect potable reuse. For Alberta irrigation district, water agencies and habitat organizations, created knowledge-based system for compensation wetlands evaluations, including compensation wetlands to be used to offset areas impacted by oilsands development. Supervised more than two dozen staff and interns, onsite and remotely. Certified women-owned small business. *Projects at:* www.watercatconsulting.com

Golder Associates Ltd/Inc Senior Project Manager and Business Development Leader

**Calgary, Alberta & Denver, Colorado
2004-2007**

Senior project manager for \$1MM+ environmental investigations and water planning projects with major energy, power, mining, and natural resources corporations (Shell, Suncor, Imperial/ExxonMobil, TransAlta, PetroCanada, Semptra, Crown Resources/Kinross Gold), federal and state/provincial agencies and water utilities (US Department of Energy, Alberta Environment, Mekerot, Natural Resources Canada). Provided day-to-day management of large environmental investigation programs, working with multiple departments and disciplines, coordinating field activities. Led initiative to coordinate field activities and share personnel resources among the hydrology, water quality, and aquatic habitat field teams, maximizing team efficiency and reducing costs. Responsible for financial and schedule tracking, preparation of scope changes and progress updates, and report preparation. Created wastewater reuse practice area, converting a \$40K project to \$500K in new business in 2 years. Led water resources sector business development for the Southwestern US before transfer to Canada to manage oilsands projects. First woman eligible for consideration for associate position (as Level 5 employee) in Engineering Division for international company.

Cat Shrier, Water Resources Consulting **Fort Collins, Colorado**
Consultant **2000-2004**

While completing graduate studies, created consulting practice to support water resources regulatory interactions and public involvement on water resources management issues. Organized series of water planning meetings for Colorado Water Conservation Board (18 meetings in 5 months). Developed proposals for, won, and executed \$75K in projects for state agencies and national associations. For American Water Works Association, completed national survey of 50+ water utilities and water quality & quantity agencies in 23 states on conjunctive use practices.

Colorado Water Resources Research Institute **Fort Collins, Colorado**
Proposals Coordinator/Research Assistant/Technical Writer/Editor **1998-2003**

Led coordination of \$2.5MM EPA STAR proposal initiatives with faculty from 4 departments, as well as several other proposals for federal and research foundation grants. Supported faculty on completion of funding requirements for US Geological Survey. Provided research, writing, editing, and proposal development support and managed institute-funded research. Created participatory decision support system with feasibility analysis rules and weighted average multi-criteria decision analysis as reasoning engine for a knowledge-based system to evaluate potential ground water recharge sites for stream augmentation and habitat.

North Carolina Division of Water Resources **Raleigh, North Carolina**
Hydrogeologist and Policy Analyst **1997-1998**

Led analysis of policies on Ground Water Resource Management Programs for Coastal Plain states. Led public workshops on ground water management options and developed web-based education materials.

Geophex Ltd **Raleigh, North Carolina**
Proposals Coordinator and Hydrogeologist **1994-1996**

Developed proposals for environmental services and geophysical research. Project management, client liaison, staff supervision, field analysis and oversight, data analysis, and report preparation. Extensive experience creative personnel experience resumes and project experience summaries in proper format for responses to state and federal RFPs (254/255), as well as grant proposals for applied research. Compiled and/or composed proposal text, working closely with personnel from multiple disciplines. Developed descriptions of proposal teams with subcontractors.

Environmental Technology Inc. **Richmond, Virginia**
Technical Services and Proposals Team **1992-1994**

Contract coordinator for state agency contract, overseeing 100+ individual delivery orders. Prepared proposals for multi-million dollar environmental services contracts.

Legislative Offices, Lobbying and Law Firms, Campaigns and Canvassing **Various US**
State and federal legislative office, lobbying firm, and law office staff positions in Richmond, VA; Washington, DC; New York, NY; and Bloomfield and Newark, NJ. Campaigns and canvassing in CA, NC, and NJ.

Volunteer Activities

- Federal Advisory Council on Water Info. (ACWI) Sustainable Water Resources Roundtable (SWRR)
- Water Innovations Alliance Foundation advisory board member
- Organized speaker events and programs for Women's Council on Energy & the Environment (Water Committee Chair); Women Impacting Public Policy (Energy & Environment Group Co-Chair); Western Water Workshop; USDOE ARPA-E Energy & Wastewater; American Water Resources Association National Capital Region Section; American Society of Civil Engineers National Capital Region Section
- Colorado Water Workshop Planning Committee, past Education Committee for Colorado Water Congress, Colorado Section of American Water Resources Association, Annual Conference Planning Committee.
- Extensive network of congressional, federal agency, water utility association & non-profit leadership.

Education

- B.A. Government, Dartmouth College
- B.A. Geology (*summa cum laude*), North Carolina State University
- M.S. Environmental Science & Engineering, University of North Carolina-Chapel Hill (*Environmental Management & Policy; US Public Health Service Fellowship*)
- PhD Civil Engineering, Colorado State University (*Water Resources Planning & Management*)
- Graduate Certificate, Multimedia Journalism, University of Maryland
- Additional training in online infoproduct & course development, online educational sales & marketing, experiential learning model based webinars and websummits, NLP, app development.