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Max Perelman

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Max is a LEED Accredited Professional focusing on environmental issues within the United States and China. Max holds an MBA as well as an MA in International Environmental Policy from the Monterey Institute of International Studies. He also volunteers as a Planning Commissioner for the City of Pacific Grove, CA.

Max has presented at a number of green building conferences including the USGBC's *Greenbuild 2007* in Chicago and *WestCoastGreen 2008* in Silicon Valley and he has research published in the Woodrow Wilson Center's *China Environment Series 10*.

For the past decade, Max has worked as a business strategy consultant and eCommerce marketing manager where he engaged in strategy development, process analysis, and requirements gathering. He has led and project managed multicultural teams of up to 25 members and project budgets of over \$5 million. After launching his career in San Francisco, Max lived in Asia for eight years, managing projects in Hong Kong, Beijing, Bangkok, and Tokyo. He speaks and reads Japanese and Mandarin Chinese.

Education

Monterey Institute of International Studies Monterey, CA, USA Sept 2006-May 2009

- MBA from Fisher Graduate School of International Business
- MA in International Environmental Policy

Cornell University Ithaca, NY, USA Sept 1994-Dec 1998

- Dual Degree: BA in Political Science, BA in Asian Studies
- Magna Cum Laude, Phi Beta Kappa
- 18-month Chinese language study at Peking University and Beijing Foreign Language Institute

Professional Experience

American Environmental & Agricultural, Inc. Monterey, CA, USA Jan 2009-Present

President

Import/Export and trade consulting in environmental products and technologies between the USA and China

- Developing all aspects of this new firm including incorporation, strategy & financing, business development, contracts, and account management
- Providing trade consulting and market entry services including market feasibility studies, opening/staffing of representative offices, and agents & brokers services
- Sourcing and import of photovoltaic panels and associated equipment, solar thermal, LED lighting, insulated windows
- Renewable energy product clients include large (1 - 16+ MW) US and Mexico-based developers and contractors

Independent Consultant Monterey, CA, USA Nov 2006-Present

- Assisting with local LEED green building certification projects and developing greenhouse gas emissions inventory for financial institution with over 70 facilities across the USA
- Directly assisted mayor of Pacific Grove to create and implement sustainable development strategies for the city
- Developed sustainability strategies for *Clinica de Salud del Valle de Salinas (CSVS)* and the *Monterey Institute*
- Other consulting projects have included selection of greenhouse gas emissions tracking systems, development of technology strategies, as well as construction of a web-based system for a water demand offset retrofit program

Independent Film Producer Shanghai, China and Pacific Grove, CA June 2007-present

- Co-produced the Green Dragon, www.greendragonfilm.com, documenting the Chinese green building movement.
- Producing a new film and research following the remodel of my home: www.shallwegreen.com

Enviro-International Monterey, CA, USA Nov 2006-Jun 2007

Consultant to Chief Architect and General Contractor

- Assisted with LEED-NC green building certification. Provided project management, budgeting and contract assistance

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Amway Japan Ltd.

Tokyo, Japan

Nov 2001-Aug 2006

Leader, Communications Division Digital Projects Group

Leadership and program management of all new major digital marketing initiatives

- Managed 10 direct reports and reported to Chief Communications Officer and Chief Financial Officer
- Co-led 40+ person project team with US\$5 million budget to rebuild the company's e-Commerce website with US\$400 million annual sales. Responsible for all business work streams including strategy, business requirements, functional specifications, information architecture, creative design, content development and promotions
- Led 10+ person team with US\$1.5 million budget to plan, develop and implement an Enterprise Content Management system containing the company's entire marketing content, enabling single-source publishing to multiple media channels. The new system was estimated to save the company US\$1.8 million annually
- Oversaw all other new digital marketing projects, including personal webpage service for 700,000+ users, content management systems for internet and print publications, interactive product simulators and search engine optimization
- Developed and maintained mid-term (3-5 years) digital strategy and roadmap encompassing 25 corporate and brand websites as well as a mobile/PC e-Commerce site (annual online sales grew from US\$300 to US\$400 million)
- Calculated ROI for media campaigns (paper, multi-media, email, mobile, and PC) with audience of 1 million distributors
- Led development of a data dashboard for executives to track media performance metrics against costs as well as all user research and testing of communications media and real-time user tracking for all digital media
- Led 15-person team to launch new corporate website on time and within budget

Independent Consultant

Bangkok, Thailand

May 2001-Aug 2001

Project Manager

Website build for Thailand's leading pay TV provider

- Sold project and then led 5-person international consultant team to rebuild company website. Managed all aspects of website build including: deliverables creation, client relationship, project scope and client expectations

marchFIRST

Hong Kong, SAR

Feb 2000-Apr 2001

Business Analyst

- Developed digital business strategy for Thailand's leading pay TV provider (Bangkok)
- Led marketing and communications initiatives for new marchFIRST Greater China (Hong Kong)
- Streamlined business process for Japanese automotive manufacturer's global websites (Hamburg and Tokyo)
- Business analysis and project management for Hong Kong housing estate's web portal (Hong Kong)

USWeb/CKS

San Francisco, CA, USA

Nov 1999-Jan 2000

Business Analyst

- Developed components of economic model of cost/revenue streams for site functions for an Internet portal/network

(N.B: USWeb/CKS merged with Wittman Hart to form marchFIRST in March 2000)

Mitchell Madison Group

San Francisco, CA, USA

Oct 1999

Business Analyst

- Assessed viability of potential business opportunities for offices in Asia-Pacific region. Developed case for opening first office in Hong Kong (then helped open the HK office a year later)

(N.B.: Mitchell Madison Group was acquired by USWeb/CKS in November 1999)

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Languages	Native English Business Japanese (2003 JLPT level 2, 2005 ILR L2+) Business Mandarin Chinese (including 1.5 years study in Beijing)
Certifications	LEED-NCv2.2 Accredited Professional Planning and Managing Projects (IPS, 2004)
Trainings	Energy Efficient Lighting, Solar Water Heating Systems, Title 24 Non-Residential Building Envelope, Natural Ventilation and HVAC, Net Zero Energy Home
Select Coursework	Entrepreneurship & Investing for Sustainability, Financing Environmental Projects, Interdisciplinary Analysis for Energy Policy, Advanced Environmental Policy Analysis, Environmental & Natural Resource Economics, Data Analysis & Research Methods, Energy Analysis, International Environmental Law, Environmental Science & Policy, Globalization/Localization Management, China Business Strategy, Green Business in China
Current Volunteer Work	China environmental initiatives with the Joint US-China Cooperation on Clean Energy Green building in rural China with the Adventist Development Relief Agency Planning Commissioner for Pacific Grove, CA Government working group to develop Monterey County Energy Independence Program Rotary Club of Monterey International
Select Publications	Article in the Woodrow Wilson Center's <i>2008 China Environment Series 10</i> Interview in <i>Urbane</i> magazine, March 2008
Speaking Engagements	The Project Management Institute SF (PMI-SFBAC) 2009 Conference in San Francisco, CA The Commonwealth Club in San Francisco, CA Cornell Entrepreneurial Network and Cornell Silicon Valley (CSV) in Silicon Valley, CA West Coast Green 2008 in Silicon Valley, CA MBITA Green Trade Network Summit in Santa Cruz, CA <i>Tomorrow Matters</i> Radio Show in Monterey, CA Green Building Exchange in Redwood City, CA Esalen Institute in Big Sur, CA USGBC and AIA Northern California Chapters in San Francisco, CA USGBC's Greenbuild 2007 in Chicago, IL
Associations	Joint US-China Cooperation on Clean Energy (JUCCCE), US Green Building Council (USGBC), Association of Environmental Professionals (AEP), California Straw Building Association (CASBA), Rotary International, Net Impact, Toastmasters International