

David Waisman
Madison Environmental Group, Inc.

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Madison, WI 53703

Education

M.B.A. University of California at Berkeley, Walter A. Haas School of Business. Master of Business Administration. May 2004.

B.B.A. University of Wisconsin-Madison. Bachelor of Business Administration. May 1996.

Professional Experience

- 2005- **Madison Environmental Group, Inc.**, Madison, Wisconsin
Vice President. Facilitates organizational growth by supporting business development efforts and innovating products and services. Oversees staff to ensure projects are delivered on-time and meet customer expectations. Provides project management, sustainable business, agriculture, and green development consulting services.
- 2002-2005 **Consultant – Selected Projects**, Berkeley, California and Madison, Wisconsin
Business Consultant. Provided feasibility analysis, business planning, opportunity assessments, market research, program development, course development, industry analysis and international consulting. Clients included: Willow Creek Farm, Simple Manufacturing, Cascade Asset Management, Hewlett-Packard, Bayview Hunters Point Center for Arts & Technology (BAYCAT), Sports 4 Kids, TransFair USA, and Environmental Enterprise Corps.
- 2004-2005 **Forrest & Wise**, Oakland, California
Director of Business Development. Founded organic retail tea business targeting the growing healthy lifestyles marketplace. Developed 10 new iced and hot tea products. Created innovative product presentation. Sold products at Bay Area farmer's markets. Earned spot in UC Berkeley's Business Incubator. Utilized research, surveys and focus groups to develop strategy and direct product development. Managed all aspects of business including business planning, accounting, procurement, sales, and marketing.
- 2001-2002 **Nacuda**, Denver, Colorado
Founding Member / Consultant. Instrumental in developing new telecommunications products for this privately funded consulting firm. Founded firm with executive and product development management team from Ecovate. Collaborated to develop firm strategy and market positioning. Secured project with top-tier telecom provider and 3 contingent partnerships with equipment vendors. Researched business strategies, emerging technologies, and industry activity to identify market opportunities.
- 2000-2001 **Ecovate**, Denver, Colorado
Business Analyst. Defined functional network requirements for development and testing of 4 new communications products for this VC-funded startup. Organized cross-functional team, headed by the CEO, to analyze organizational effectiveness issues.
- 1998-2000 **ICG Communications**, Denver, Colorado
Business Analyst. Led multiple analyst teams in defining software requirements to meet operational needs of growing telecom firm. Managed and met aggressive timelines. Developed requirements for sales forecasting, order and capacity management systems. Facilitated cross-functional communications. Left to join ICG vice president who founded Ecovate.
- 1996-1998 **CSC Consulting**, Chicago, Illinois
Associate Consultant. Served as programmer and process analyst on large-scale enterprise software projects for financial institutions.

Activities and Achievements

- 2004 Course Organizer and Student Instructor, Corporate Social Responsibility Speaker Series
- 2003 -2004 Business Plan Entrant, Global Social Venture Competition
- 2003-2004 Vice President, Net Impact; President, Ultimate Frisbee Club
- 1999-2002 Volunteer as a mentor/tutor for disadvantaged youth