

JON CLIFT

jon.clift@gmail.com | (336) 420-1672

Summary

Strategy | Design Thinking | Curiosity in Organizations | High Performing Teams | Experiential Learning | Entrepreneurship: Social & Environmental Impact

Education

Duke University | Nicholas School of the Environment | Durham, NC (June 2013)
Master of Environmental Management | Economics & Policy | Business & Environment

University of North Carolina at Greensboro | Greensboro, NC (June 2006)
Bachelor of Science | Business Administration | Marketing

Professional Experience

Wake Forest University | Director of External Affairs (2013-Present)
Center for Energy, Environment & Sustainability | Sustainability Graduate Programs

- Spearhead Impact Partnership Initiative - core competency in program strategy:
 - Initiated a partnership metric for measuring success and guiding strategy
 - Created Touchpoints with > 40 organizations
 - Ignited core partnerships with Hanesbrands; Yadkin Riverkeeper; VF Corp; Walmart
- Manages experiential learning opportunities nationally and internationally: St. Vincent and the Grenadines, Washington, D.C., Outer Banks of North Carolina, Belize
- Directs marketing efforts: Manage brand identity, website overhaul, social publishing platform, and Customer Relationship Management database.
- Directs career development programing: 91% placement rate (August 2018)
- Partners on curriculum development: Designed and implemented 4 travel courses, capstone course & career course: Inventing Your Future

WJ Design Group | Creative Strategist & Designer (2005-2011)
Boutique Creative Agency

- Designed digital & print assets, developed 3-dimensional retail environments, managed junior design team.
- Developed a novel retail visualization technique that streamlined apparel selling for core client: VF Jeanswear Mass Market & Walmart
- Managed accounts that represented approximately \$1 million in annual billings.
 - VF Corporation, VF Jeanswear, VF Canada, Wrangler Jeans

Teaching Experience

Wake Forest University (2016-Present)

- **Assistant Professor of Practice**, Center for Entrepreneurship
- **Assistant Professor of Practice**, Sustainability Graduate Programs
- **Affiliate Faculty Member**, Center for Energy, Environment, and Sustainability
- **Affiliate Professor of Practice**
 - Wake Forest University Schools of Business

Teaching Experience *continued*

- **Courses Developed & Taught**
 - Applied Sustainability: Design Thinking & High Performing Teams (Spring 2016-Present)
 - Inventing Your Future (Spring 2016, 17, Fall 2018, Summer 2019)
 - Design Thinking & High Performing Teams (Spring 2018)
 - Scientific Literacy Workshop (Summer 2018)
- **Courses Co-Developed**
 - Applied Sustainability I & II (Fall 2014, Spring 2014, Fall 2015, Spring 2015)
 - Stakeholder Mapping & Communications in Belize with the Coastal Zone Management Authority (2014)
 - Coastal Resiliency & North Carolina's Outer Banks (Yearly, 2014-Present)
 - Policy Making in a Changing Climate: Washington, D.C. (Yearly, 2014-Present)
 - Sustainability Communication Strategy in the Caribbean (2019)

Duke University Nicholas School of the Environment (2011-2013)

- **Graduate Research and Teaching Assistant**
 - Teaching assistant for distance course in Duke Distance Environmental Leadership Program: California Water Crisis, Economics and Policy (*Lead Professor Dr. David Hinton, Nicholas Professor of Environmental Quality*)
 - Teaching assistant for travel program, California Water Crisis: 1 week field course in California Water Policy (*Lead Professor Dr. David Hinton, Nicholas Professor of Environmental Quality*)

Research Experience

The Efficacy and Value Generated from Sustainable Cotton Programs in the United States

- Major Research Question: How might we catalyze more growers to produce sustainable cotton while validating the sustainability performance and transparently sharing that sustainability performance for the greatest communication potential and commercial use?
- Interdisciplinary research team from Wake Forest University, Wrangler, Kontoor Brands, and University of Arkansas studying sustainable supply chain initiatives in the United States cotton supply chain.
- \$150,000 awarded from Meridian Institute (June 2019)

Hanesbrands Inc (2017)

Led student team of 6 in researching and developing a zero waste program Hanesbrands

Duke University | Nicholas School of the Environment (2013)

- Master's Project: Water Risk & Opportunities in North Carolina's Textile Industry
 - Industry research that led to a process based framework for integrated water resource management
- Hinton Lab: Researched petroleum related biomarker tools implemented in Exxon Valdez Oil Spill and their application to the Gulf Oil Disaster

Reynolds American Inc. (2013)

- Researched industry best practices in environmental management and reporting
- Developed approach for reporting environmental management content in annual report

Research Experience *continued*

VF Corporation (as VF's first global corporate sustainability intern) (2010)

- Researched emerging approaches to plastic usage in the apparel/retail supply chain i.e. polybags in packaging.
- Developed initial score-card for partnership with sustainable apparel coalition on issues in apparel/retail supply chain.

Service

Wake Forest University

- Master's Thesis Research Advisor
- Academic Advisor
- Curriculum Committee for Sustainability Graduate Programs
- Career development counselor for 73 students
- Mentor for action learning client based student team projects
 - Clients include: VF Corporation, Wrangler, Walmart, Wiseman Brewing, Foothills Brewing, Bayer Crop Science, Yadkin Riverkeeper

References

Daniel S. Fogel, Ph.D

Wake Forest University
Executive Professor of Strategy
Chairman & CEO SP3
Phone: (704) 604-0085
Email: fogelds@wfu.edu

Stan Meiburg, Ph.D

Wake Forest University
Director of Graduate Studies in Sustainability
Phone: (336) 758-5236
Email: meiburas@wfu.edu

Deborah Gallagher, Ph.D

Duke University
Phone: (919) 613-8138
Email: deb.gallagher@duke.edu