

Alex H. Johnson

Executive, farmer and Commissioner with extensive experience in energy, food and environmental commodities trading and market development

Education

2001-2005

B.S. in Economics, Certificate in Markets & Management

Duke University

Skills

- Strategic Growth
- Executive Management
- Business Development, Sales, Fundraising

Interests

- Environmental markets
- Natural resource management
- Forestry and agriculture

Contact

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Executive Experience

March 2023 – present

Chief Strategy Officer *Virridy, Boulder CO (remote)*

Currently the CSO for Virridy, a Series-A funded startup monitoring and project development company working to use environmental markets to scale water resiliency programs globally.

- Lead on 'Watershed Carbon' crediting concept, mean to catalyze deeper investment in watershed restoration by the US water sector. This effort has been funded with over \$2M since 2023 from philanthropic foundations and US federal agencies.

March 2011 – February 2023

Vice President, Initiatives *The Freshwater Trust, Portland OR*

Six distinct roles in twelve years working for river restoration nonprofit The Freshwater Trust (TFT) ranging from manager of Ecosystem Services department to a Vice President position responsible for core organizational fundraising, policy and partnership goals.

- Led the development and organizational buy-in of an earned revenue strategy responsible for over \$40M in new conservation consulting and credit sales contracts since 2011 – with municipal wastewater utilities as primary clients in Oregon, Idaho, California, Washington and Colorado, as well as service contracts with drinking water entities, federal and state natural resource agencies, power utilities, groundwater sustainability managers, global corporations and conservation nonprofits. The pipeline of funding projected to be directed and tracked by TFT analytics now totals over \$1B over the next four decades.
- Over 7 years on the executive team managing 10x revenue and 3x staffing growth since 2011, developed ongoing Theory of Change, leading on Board of Directors, growing a DEI initiative and framework with staff, personnel decisions of all types, leading geographic and technical growth and adaptation while staying closely tied to mission.
- Directed marketing and overall organizational communications in a time of rapid social media follower count growth and earned media hits in publications such as Wired, Fast Company, Water Deeply, Scientific American, Bloomberg Business, Forbes, Circle of Blue, The Weather Channel and Digital Trends. Interviewed in [NPR Planet Money](#), [Digital Trends Live](#), [JPR's Jefferson Exchange](#), [MetroEast's Community Hotline](#), and [KGW's Hello Rose City](#).
- Modernized TFT's back-end revenue tracking and generation systems, with years of targeted management of the team using SalesForce, Smartsheet and bespoke processes to improve data quality and funding acquisition efficiencies.

Additional Roles

May 2023 – present

Fellow *Mortenson Center in Global Engineering & Resiliency, Boulder CO*

Mortenson Center Affiliates are experts in a wide variety of fields, including ecology, materials science, hydrology, economics, and public health. They share a vision for a more sustainable and equitable world, and believe that research and applied science can improve the lives of vulnerable people.

January 2023 – present

Commissioner *Planning Commission, Hood River County OR*

Commissioners act in an advisory role to the County Board of Commissioners on issues and policies related to planning, plan implementation and community development.

July 2022 – present

Managing Member *Stevens Family Farms LLC, OR & WA*

Managing a family agricultural company's holdings in Oregon & Washington, ensuring smooth operations of dryland wheat, timberlands and renewable energy assets.

October 2020 – Present

Member *Local Advisory Committee for Agricultural Water Quality Management Plan, Hood River County, OR*

Participating in the development and ongoing modifications of the agricultural water quality management area plan and rules.

June 2018 – Present

Senior Fellow *American Leadership Forum, Statewide OR*

One of 700 Oregon Senior Fellows who work to serve communities in Oregon and beyond. Became a Senior Fellow after completing a full year as an American Leadership Forum Fellow, which entailed engagement in a diverse group with a monthly 'local focus' in OR cities and communities.

December 2016 – Present

Family Farm Operator *Johnsby Holdings LLC, Mount Hood Parkdale OR*

Manage a private family timber and pear production business.

October 2014 – September 2015

Coordinating Team Member *Boise River Enhancement Network, Boise ID*

While working on developing watershed programs with municipal and utility partners in the Lower Boise valley, offered strategic direction to support ecological improvements for the Boise River.

January 2008 – present

Founder *Finca Mono Verde, Manabí, Ecuador*

Co-founded a permaculture farm in western Ecuador that continues in its community development mission, with a special focus on sustainable agriculture and agroforestry.

April 2006 – October 2008

Supply Chain Analyst & Scheduler *TransMontaigne Partners LLC (a subsidiary of Morgan Stanley), Denver CO*

Logistical and transactions management on a fast-paced energy commodity trading floor, leading financial modeling and executing technical market strategies.

Select Presentations

Watershed Carbon Methodology Application for POTW Nutrient Compliance, Chicago Water Week, May 2024

Innovating for Increased Environmental Benefit: Applying New 'Watershed Carbon' Methodology to POTW Compliance, National Association of Clean Water Agencies, Climate & Resiliency Committee, February 2024

One Water for Climate Action: Mitigation Focus, US Water Alliance Climate Action Leadership Institute, February 2024

Quantified Conservation and The Freshwater Trust, Oregon Whitewater Association Virtual Monthly Meeting, April 2021

Beyond the Buoy: Technology Solutions for Managing Watersheds, FLOW Repartee, August 2020

Artificial Intelligence to Solve Nutrient Runoff Challenges, Innovator Showcase Series presented by Current, August 2020

Making the Business Case for Agriculture-Municipal Partnerships, US Water Alliance One Water Conference September 2019, Austin TX

Made in the Shade - Watershed Partnerships and Water Quality Trading for Temperature Compliance, Oregon Association of Clean Water Agencies Annual Conference, July 2019, Bend OR

Agricultural-Municipal Partnerships: Compliance and Voluntary Programs, US Water Alliance One Water Webinar, February 2019

Groundwater Use Tracking and Trading with IoT and Blockchain in California IBM Think Conference, February 2019, San Francisco CA

Keynote Address at Northwest Environmental Business Council Annual Conference, December 2018, Portland OR

Value of Engagement in Watershed Partnership for Pre-Permit Temperature Compliance, Pacific Northwest Clean Water Association Annual Meeting, October 2017, Portland OR.

Nutrient Trading in the SF Bay – Foundations & Concepts, San Francisco Bay Nutrient Management Strategy Steering Committee Meeting, March 2017, Richmond CA

'Quantified Conservation' & Watershed Compliance Programs, National Association of Flood & Stormwater Agencies Annual Conference, August 2016, Portland OR

Water Quality Trading for Temperature and Nutrient Compliance: A Turnkey Solution, California Association of Sanitation Agencies Annual Conference, August 2015, San Diego CA

Quantifying Restoration for Clean Water Act Compliance: Common Ground for Water Quality Trading and Stormwater Management, WEFTEC Annual Conference August 2015, Chicago IL

Water Quality Challenges Inspire Partnerships, National Association of Clean Water Agencies Annual Meeting, February 2014, Charleston SC

Publications

Decarbonizing Water: The Potential to Apply the Voluntary Carbon Market toward Global Water Security, American Chemical Society ES&T, May 2024

The Potential of Carbon Markets to Accelerate Green Infrastructure Based Water Quality Trading, Nature Communications Earth & Environment, April 2024

Broken Pumps & Promises: Incentivizing Impact in Environmental Health, Springer Publishing March 2016, authored *Chapter 7: Enabling Ecological Restoration Through Quantification*

Emerging Technologies to Improve Water Resource Management in Colorado, University of Colorado Boulder Mortenson Center in Global Engineering & Resilience, August 2021

Awards

US Water Prize for the Medford Water Quality Temperature Trading Program, 2013