

RESOLUTION NO. 2981


BE IT RESOLVED, by the City of Salisbury, Maryland that the following individual is appointed to the Sustainability Advisory Committee, for the term ending as indicated.

Name
Mark Frieden


Term Ending
October 2022

THE ABOVE RESOLUTION was introduced and duly passed at a meeting of the Council of the City of Salisbury, Maryland held on October 28, 2019.

ATTEST:



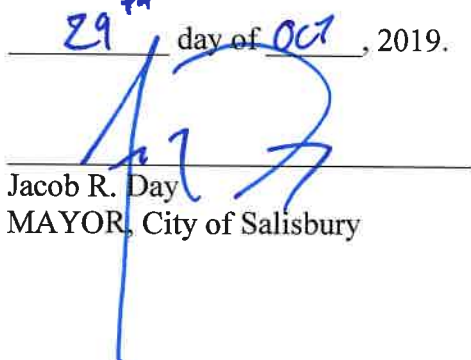
Kimberly R. Nichols
CITY CLERK



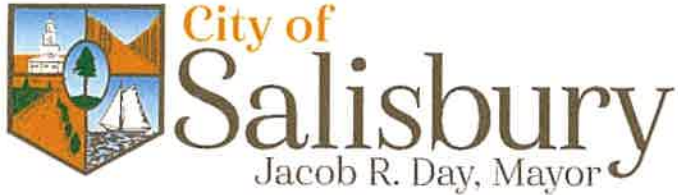
John R. Heath
PRESIDENT, City Council

APPROVED BY ME THIS

29th day of Oct, 2019.



Jacob R. Day
MAYOR, City of Salisbury



MEMORANDUM

To: Mayor Jake Day
From: Laura Baasland, Department of Water Works Program Specialist
Subject: Appointment to the Sustainability Advisory Committee
Date: October 24, 2019

Mayor Day, the following person has applied for appointment to the Sustainability Advisory Committee for the term ending as indicated:

<u>Name</u>	<u>Term Ending</u>
Mark Frieden	October 2022

Attached you will find information from Mark Frieden and the resolution necessary for his appointment. If you approve of this appointment, I will forward this information to the City Council so it may be placed on their agenda at the next Council meeting. Please let me know if you have any questions.

Attachment

August 27, 2019

Mayor Jacob Day
125 N. Division Street
Salisbury, MD 21801

Dear Mayor Day:

Livable communities should be the right of all residents and include clean water and air, landscapes and a built environment that is aesthetically pleasing and functional, transportation and reliable and affordable energy. This belief is why I'm interested in being selected to serve on the City of Salisbury's Sustainability Advisory Committee. Terri Gladus, the chair of the Green Team Committee, suggested I apply to serve on the team.

My background and work with local jurisdictions, businesses and organizations to consult on sustainability issues ranging from energy efficiency to waste disposal to transportation marketing. Some of my experience includes:

- Assisting businesses with office and production recycling and composting to reduce waste sent to a landfill
- Educating consumers and businesses in Arlington County, Virginia about cost-effective energy efficiency actions that can be enacted at home or in an office including use of LED bulbs, motion sensors, thermostat settings and electric and natural lighting
- Promoting alternative transportation to residents and businesses in Northern Virginia through events, collateral material and digital marketing to reduce single-occupancy-vehicle use
- Advocating for safe walking and cycling routes for everyone

I enjoy working with teams that are diverse in expertise to find solutions to difficult environmental issues and have already attended the August 2019 Green Team meeting. Although I've only lived in Salisbury since May 2019, I have gotten to know the area and its people well. I look forward to bringing my expertise in all things "green" to the city, its businesses and residents.

Best regards,

Mark Frieden
Markfrieden1@gmail.com

MARK ANDREW FRIEDEN, MBA

markfrieden1@gmail.com ■ 703.864.7576 ■ www.linkedin.com/in/mfrieden

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CORPORATE SOCIAL RESPONSIBILITY, PARTNERSHIPS, NEW BUSINESS DEVELOPMENT

Professional Profile

From volunteer experiences growing up through consulting on corporate social responsibility, I have a strong passion for responsible business, education and lifelong learning; Strategic consulting with businesses to assess and increase their environmental, social and governance performance to optimize their success, profitability and positive impact for their stakeholders; Over 10 years of experience in CSR/sustainability consulting and business development

Expertise

Corporate Social Responsibility • Sustainability • Strategic Consulting • Business Development • Responsible Business Strategy • Energy Efficiency • Alternative Transportation • Recycling • Public Speaking & Presentations • Health & Wellness • Project Management • Business Writing

Experience

Crossbow Strategies, Salisbury, MD

2016 – Present

Business consultancy working with companies to develop and implement environmental, social and governance (ESG) strategies that measure the business's key performance indicators (KPIs)

BUSINESS CONSULTANT

- **Advise and guide 10+ companies through third-party sustainable business certifications** such as B Corporation Certification that evaluates its Governance, Employees, Suppliers, Community and Environment
- **Optimize certification's value** by educating stakeholders through presentations, press releases and digital marketing communications
- **Develop key performance indicators (KPIs)** for 12+ businesses including community impact, employee engagement, transportation planning and improvements in energy efficiency, recycling and green building upgrades
- **Write company policies** for Environmental Management Systems (energy, water, waste), Purchasing, Supplier Code of Conduct, Employee Handbook
- **Grow new business** from tourist boards and hotels of \$50K for travel media startup KindTraveler.com that benefits local charities through donations and volunteer opportunities
- **Educate business groups** about the importance of embedding corporate social responsibility strategies and achieving relevant third-party certifications through presentations and panel discussions

NeoNiche Strategies, Arlington, VA

2012 – 2016

Outreach marketing and communications company that works with governments and businesses to create positive behavior change

DIRECTOR, PARTNERSHIPS & BUSINESS DEVELOPMENT

- **Responded to local government RFPs for alternative transportation and energy efficiency behavior change marketing projects**
- **Developed partnerships with municipal governments to deliver transportation marketing programs** aimed at 400 businesses, schools, universities and non-profits to encourage use of public transportation, walking, biking and carpooling to reduce single-occupancy vehicle traffic
- **Planned and delivered 30 presentations** on commuting options and benefits to employees and business owners
- Led the creation of effective collateral materials for distribution at scheduled outreach events for Arlington County's energy efficiency program, Arlington Initiative to Rethink Energy (AIRE)

American Society of Landscape Architects, Washington, DC

2004 – 2011

Professional membership association totaling 14,000 members throughout North America

SALES MANAGER

- **Generated \$1.9 million in revenues for print advertising (Landscape Architecture Magazine), exhibit space, sponsorship and corporate memberships** (105% of goal)
- **Grew sales among existing clients by 10%** through upselling and sales of additional services
- Built sales pipeline organically through referrals, cold calling, online research and industry trade shows

MARK ANDREW FRIEDEN, MBA

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Education

MBA in Environmental Policy and Management

GEORGE WASHINGTON UNIVERSITY, Washington, DC

Relevant coursework: Corporate Social Impact, Business Strategy, Sustainability Policy & Ethics, Consultative Processes, Global Market Governance and Public Policy

Master of International Management in Marketing

UNIVERSITY OF MARYLAND, UNIVERSITY COLLEGE, College, Park, MD

Bachelor of Science in Journalism and Political Science

JAMES MADISON UNIVERSITY, Harrisonburg, VA

Certifications

International Society of Sustainability Professionals

Certified Sustainability Associate

GRI Certified Training Program Certificate

Global Reporting Initiative/ISOS Group, Washington, DC

Articles

CrossbowStrategies.com/Blog

Press

CrossbowStrategies.com/Press

Activities

Indoor Cycling Instructor & ACE Certified Personal Trainer, YMCA and Pure Fitness, Salisbury, MD

Member, Shore Velocity Cycling Club, Salisbury, MD

B Local Mid Atlantic, Washington, DC

Green Business Roundtable, Washington, DC