

# DR. G. CHRISTOPHER WEDDING

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## EDUCATION

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### **Ph.D. – Environmental Science, Management & Policy** **2008**

University of North Carolina at Chapel Hill

- One of the first doctorates in the U.S. focused on green building

### **M.S. – Environmental Science, Management & Policy** **2005**

University of North Carolina at Chapel Hill

### **B.S. – Environmental Science (Biology and Chemistry minors)** **1999**

Western Kentucky University

- Graduated *summa cum laude* in the top 1% of the university

## EXPERIENCE

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### **g-bit, LLC** **2010 - present**

Founder

Chapel Hill, NC

- Creating an online, subscription-based, market intelligence service that vets, compiles, organizes and analyzes quantitative trends in green building and green business.

### **University of North Carolina at Chapel Hill** **2010 - present**

Kenan-Flagler Business School

Adjunct Assistant Professor of Strategy and Entrepreneurship

Chapel Hill, NC

- Create and teach courses and workshops on green building, solar power and informatics for the MBA program and U.S. military.

### **IronOak Innovations, LLC** **2009 - present**

Founder

Chapel Hill, NC

- Founded and manage a business which specializes in advisory services, new product development and lecturing in the fields of green building, alternative energy and informatics. Sample clients include Cherokee Investment Partners, Cherokee Gives Back and the North Carolina Sustainable Energy Association. Play a leadership role in Cherokee Renewables, which is focused on sourcing, funding, developing, constructing, owning and managing utility-scale solar photovoltaic (PV) projects from 2 to 20 megawatts each, primarily on brownfields. First completed project is one of the largest solar on brownfield projects in the world.

**Duke University****2008 - present**

The Nicholas School of the Environment  
Adjunct Assistant Professor  
Durham, NC

- Create and teach courses and workshops on green building, clean energy and related topics for the Duke Environmental Leadership (DEL) program, Masters of Environmental Management program and the Executive Education program. Advise students on independent research and Master's Projects.

**Cherokee Investment Partners / Cherokee Investment Services****2005 - 2009**

Associate / Manager  
Raleigh, NC

- Served as first employee dedicated to R&D at Cherokee, a \$1.5 billion private equity fund. Helped to create the structured R&D function, which had not previously existed at Cherokee. Provided analysis and data to support more informed investment decision-making, especially where sustainability issues overlap with conventional real estate fundamentals. Analyzed strategic markets and organizational relationships. Worked directly with the CEO and executive Strategy Committee.
- Served as Cherokee's first employee devoted entirely to issues of sustainability. Spearheaded Cherokee's alternative energy and green building efforts. Helped establish organizational sustainability goals. Co-authored the Cherokee Sustainability Report. Played a central role in vetting new strategic relationships and R&D initiatives for current and future investment opportunities. Catalyzed and/or served as a technical and strategic resource on three LEED for Neighborhood Development pilot projects for Cherokee. Collaborated on due diligence and underwriting for various large-scale development projects. Played leadership role in project vision, development strategy and green building design for Cherokee's LEED for Homes Platinum Mainstream GreenHome project and the LEED for Commercial Interiors Platinum Cherokee Headquarters. Co-wrote the Cherokee Sustainability Guidelines and support documents, aimed at guiding billions of dollars in real estate redevelopment.

**University of North Carolina (UNC) at Chapel Hill****2003 - 2005**

UNC Institute for the Environment & UNC Sustainability Office  
Lecturer; Research Associate  
Chapel Hill, NC

- Taught four semesters of a laboratory class on topics related to global climate change through computer modeling in the Environmental Science curriculum.
- Conducted feasibility analyses on building commissioning for UNC facilities. Implemented sustainable design revisions to UNC's campus design guidelines.
- Led four successive groups of seniors to help the Chapel Hill Restaurant Group design their new Mez restaurant to LEED standards, with the goal of making it one of the few LEED restaurants in the U.S.

**North Carolina Solar Center****2003 - 2004**

Research Associate  
Raleigh, NC

- Created a database of the interaction of biomimicry and green buildings. Generated a database of green building products made in North Carolina to support state economic development initiatives. Drafted marketing tools to communicate the economics of solar energy to potential users in North Carolina.

**Government of Japan's Japanese Exchange and Teaching (JET) Program**      **2000 - 2003**  
Teacher and International Ambassador  
Tahara, Japan

- Taught over 6,000 students and promoted cultural exchange and awareness in one of Japan's most environmentally progressive towns. Traveled 80,000 miles in eight countries in the Eastern Hemisphere and shared lessons learned and highlights with classrooms, newspapers and other outlets in the U.S. and Japan.

## **PUBLICATIONS**

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### **Serving as Primary Author**

- Wedding, C. (2010). "Toward Greater Ecological Intelligence in the United States: Ten Statements with Statistics and Commentary Regarding Ecolabels." *Sustainability: Science, Practice, & Policy*, 6(1), 39-44.
- Wedding, G.C. (2008). "A Development and Investment Strategy Based on Value and Values." Urban Land Institute, *Urban Land*, Asia special report.
- Wedding, G.C., and Crawford-Brown, D. (2008). "Improving the Link Between the LEED Green Building Label and a Building's Energy-Related Environmental Metrics." *Journal of Green Building*, 3(2), 85-105.
- Wedding, G.C., and Crawford-Brown, D. (2007). "An Analysis of Variation in the Energy-related Environmental Impacts of LEED Certified Buildings." *Journal of Green Building*, 2(4), 151-170.
- Wedding, G.C., and Crawford-Brown, D. (2007). "Measuring Site-level Success in Brownfield Redevelopments: A Focus on Sustainability and Green Building." *Journal of Environmental Management*, 85(2), 483-495.
- Wedding, G.C., and Gallagher, J. (2006). "The Benefits of Sustainability Outweigh the Costs." *Brownfield News*.
- Wedding, G.C. (2005). "What is Green Building and Why Should Planners Care?" *Carolina Planning*.

### **Serving as Adviser**

- Fowler, E. (2012). "Mainstreaming Residential Solar PV: Drivers, Timing & the Private Sector." Executive Master's Project, Duke University Nicholas School of the Environment.
- Dunn, M. (2011). "Food Cooperative as Vehicles for Disseminating Low-Carbon Approaches." Executive Master's Project, Duke University Nicholas School of the Environment.
- Martin, J., Swett, B., and Wein, D. (2007). "Residential Green Building: Identifying Latent Demand and Key Drivers for Sector Growth." Master's Thesis Project, University of Michigan's School of Natural Resources and Environment and Ross School of Business. Resulted in professional glossy publication, distribution and popular topic for panels at national conferences on green development.

## **PRESENTATIONS**

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- May, June, July and August 2012: "Green Building, Solar Power and Related U.S. Military Policy Targets: Trends to Watch and How Better Informatics Can Help Achieve These Federal Objectives." LOGTECH Center of Excellence in Logistics & Technology, University of North Carolina at Chapel Hill Kenan-Flagler Business School Executive Education.

- December 2011: “The Living Building Challenge: Raising the Bar with World's Most Aggressive Green Building Program.” GreenNC. Raleigh, NC.
- October 2011: “Renewable Energy Project Development.” Duke University Fuqua Business School Energy Symposium. Durham, NC.
- October 2011: GE Energy’s Energy Innovation Summit. Twelve experts from around the world brainstorming the future of energy at GE Energy’s HQ in Atlanta, GA.
- September 2010: “The Next Generation of Green Design and Building: What It Means for You” – keynote address presented to the University of North Carolina at Greensboro Interior Architecture Program, Greensboro, NC.
- September 2010: “Ecological Intelligence via Ecolabels: Trends, Opportunities and Challenges” – presented at the GreenNC Conference (organized by the U.S. Green Building Council Triangle Chapter and North Carolina Solar Center), Raleigh, NC.
- September 2010: “The Advanced Measure of Sustainability: A Living Building Challenge Case Study” – presented at the GreenNC Conference (organized by the U.S. Green Building Council Triangle Chapter and North Carolina Solar Center), Raleigh, NC.
- June 2010: “The Next Generation of Green Building: Biophilia, Biomimicry and Living Buildings” – keynote address presented at the Council of Educational Facility Planners International North Carolina 16<sup>th</sup> annual conference, Boone, NC.
- November 2008: “Cherokee’s HQ LEED Platinum Project” – presented at the U.S. Green Building Council’s Greenbuild conference, Boston, MA.
- November 2008: “Bringing Green Homes to the Mass Market” – presented at the U.S. Green Building Council’s Greenbuild conference, Boston, MA.
- April 2008: “Decoding LEED: A Case Study of Cherokee’s Platinum Certified Raleigh Office” – presented at the Urban Land Institute Roundtable, Raleigh, NC.
- November 2007: “The Evolution of Sustainability at Cherokee” – presented at the U.S. Green Building Council’s Greenbuild conference, Chicago, IL.
- April 2007: “The Demand for Green Homes” – presented at the Urban Land Institute’s Developing Green conference, Pittsburgh, PA.
- March 2007: “Cherokee and the Mainstream GreenHome” – presented at the Carolina Recycling Association, Greenville, SC.
- 2006 – present: Seven additional guest lecturer events or panel presentations on Cherokee’s green development practices and green development generally at Duke University’s Fuqua School of Business, the University of North Carolina at Chapel Hill’s Kenan-Flagler Business School, the University of North Carolina at Chapel Hill’s Department of City and Regional Planning, North Carolina State University’s College of Design, and North Carolina State University’s College of Management.

## **PROFESSIONAL AFFILIATIONS**

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- Ambassador
  - The Living Building Challenge, the world’s most innovative green building program, created and managed by the International Living Building Institute
- Fellow
  - E3 Foundation, a think tank affiliated with the University of Cambridge and focused on issues at the nexus of the environment, economy and energy
- LEED Accredited Professional (LEED-AP); Member, Research Advisory Committee
  - U.S. Green Building Council, the dominant green building industry association in the U.S. and creator of the LEED green building rating system

- Member, Audit Committee
  - North Carolina Sustainable Energy Association, the leading clean energy industry association in the southeastern U.S.
- Expert Reviewer for Various Academic and Industry Journals
  - *Journal of the American Planning Association*
  - *Building and Environment*
  - *Journal of Green Building*
  - *Journal of Environmental Management*
  - *International Journal of Energy for a Clean Environment*
  - *Journal of Environmental Modeling & Software*

## AWARDS

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### Project Level

- Cherokee's Mainstream GreenHome, Raleigh, NC
  - 2008: U.S. Green Building Council's LEED for Homes Platinum certification – only home in the southeastern U.S. to receive this level of certification
  - 2008: National Association of Homebuilder Research Center's EnergyValue Housing Gold Award
  - 2007: North Carolina Healthy Built Homes Gold certification – highest score in the program's history
- Cherokee's Headquarters Office, Raleigh, NC
  - 2008: LEED for Commercial Interiors Platinum certification – one of only a handful of LEED Platinum historic projects in the world
  - 2007: Wake County Capital Area Preservation's Anthemion Award

### Personal

- 1997-1999: Recipient, Barry M. Goldwater Scholarship for Math and Science
- 1998: Recipient, Western Kentucky University Honors Scholar of the Year Award

## ADDITIONAL EXPERIENCE

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### Biomimicry Guild

2005

Organizer and Participant  
Raleigh, NC

- Organized and took part in a "Biologists at the Design Table" (BaDT) forum, a week-long intensive training event led by the world's leading authority on biomimicry, Janine Benyus, author of *Biomimicry: Innovation Inspired by Nature*.

### Kentucky Institute for International Studies

1999

Student  
Segovia, Spain

- Studied Spanish culture and civilization as well as sustainable agriculture.

### Institute for Tropical Ecology and Conservation

1998

Independent Researcher  
Bocas del Toro, Panama

- Developed and taught a curriculum on rainforest and coral reef conservation at a local school of mostly indigenous Guarani children.

**La Suerte Biological Field Station**

**1996**

Student

Northeastern Costa Rica

- Studied rainforest ecology. Conducted field research related to the impacts of selective deforestation on a dancing bird, the White-bearded Manakin.

**SERVICE**

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**Project Leader for Cherokee's Bhopal Hope Initiative**

**2008 - 2009**

Cherokee Gives Back

- Volunteered and served as a catalyst and coordinator in an effort to build a coalition of partner organizations and facilitate an environmental assessment of the former Union Carbide plant in Bhopal, India, the site of one of the world's worst industrial disasters in history.

**Volunteer Green Building Consultant**

**2005 - 2007**

The Community Church of Chapel Hill

- Volunteered and served as green building consultant for a \$2 million building renovation and addition that met LEED Silver standards.