

The National Academies of **SCIENCES • ENGINEERING • MEDICINE**

Sustainability Webinar Series: Digital Transformation and Sustainability

Wednesday, October 21, 2020
(All times are Eastern Time)

- 11:00 am **Welcome Remarks**
Franklin Carrero-Martínez, National Academy of Sciences, Engineering, and Medicine
- 11:05 am **Presentations: Digital Transformation and Sustainability**
- Jeffery Martin, Tribal Planet (Silicon Valley Perspective)
 - Johanna Stevns, SPACE10 (Global Perspective)
 - Stan Meiburg, Wake Forest University (Academic Perspective)
- 11:45 am Q&A and Discussion
- 12:00 pm Adjourn

Speaker Biographical Information

JEFFERY MARTIN is Founder and Chief Executive Officer (CEO) of Tribal Planet, Inc. Through the marketing and development of groundbreaking technologies, Mr. Martin has spent his career applying innovation to multimedia product design. Mr. Martin continues to build new mobile commerce channels by changing the way consumers engage with entertainment, industry and philanthropy. In 2001 and 2008, Mr. Martin founded Tribal Brands and Tribal Technologies, respectively. Tribal Brands developed mCommerce solutions for a variety of consumer brands and was one of the first companies to drive more than one billion dollars in mobile-based sales for the entertainment industry through 17 global carrier alliances. Tribal Technologies created the first intelligent database behind mobile applications that predicted consumer behavior and interactions, powering unique mCommerce channels, and providing incentive programs for customers. The extensive mobile analytics platform captured actionable, psychographic data highlighting user tastes and preferences collected through mobile devices. In 2014, Tribal Brands and Tribal Technologies were combined to create Tribal Planet. Prior to Tribal Planet, Mr. Martin helped pioneer the entertainment and new media markets divisions at Apple in the early 1990s for 9 years and was a direct report to Steve Jobs after the NEXT acquisition.

JOHANNA STEVNS works as Strategy Design Lead at SPACE10. Previously, she worked at the Massachusetts Institute of Technology and in the Climate Program at World Resources Institute, supporting Latin American countries in their Nationally Determined Contributions (NDC) implementation. She has a Master of Arts in Law and Diplomacy from The Fletcher School at Tufts University, focused on Development Economics and International Environment Policy. She received her Bachelor's from Northeastern University and was previously a Fulbright Fellow in Java, Indonesia. Ms. Stevns is originally from the Seattle area and lives in Copenhagen with her husband and daughter.

STAN MEIBURG is the Director of Graduate Studies in Sustainability at Wake Forest University. He began in this position in 2017, and leads an innovative, interdisciplinary program for training the next generation of leaders to build businesses and communities that are economically prosperous, socially just and environmentally sound. Before coming to Wake Forest, from 2014 to 2017 Dr. Meiburg was the

Acting Deputy Administrator of the U.S. Environmental Protection Agency (EPA) in Washington, DC, the culmination of a 39-year career with the EPA. During his career he served in senior career positions as EPA's Deputy Regional Administrator in the Southeast and South Central regions of the United States, as well as in EPA's air office in Research Triangle Park and in Washington, DC. He received EPA's Distinguished Career Service Award, EPA's Gold Medal for his work on the Clean Air Act Amendments, the Commander's Award for Public Service from the Department of the Army, and was recognized by President Barack Obama as a Distinguished Federal Executive in 2012, the highest civilian award for a Federal senior executive. In 2017 he was appointed by Governor Roy Cooper as a member of the North Carolina Environmental Management Commission, and was designated by the Governor as Chair of the Commission in February 2019. Dr. Meiburg holds his B.A. degree from Wake Forest University and M.A. and Ph.D. degrees in political science from The Johns Hopkins University.