

Water. Simple. Almost free.

Water. Simple. Almost free. Comes out of the tap when we turn it on. We think we know it, but really – it's hard to fathom all the ways in which it touches every aspect of our lives. Join Amy Skoczlas Cole, who leads MPR's new initiative focused on water, *The Water Main*. Amy will share perspective on why MPR is choosing to focus on water, how they are tackling this complex topic, and what they've learned in their first year about Minnesotans and water from their research and reporting. Plus, she'll share her tips for engaging a broad base of people on environmental issues, gleaned from over twenty years of experience in leadership roles in organizations around the world including Conservation International, Pentair, and eBay.



Amy Skoczlas Cole has worked at the intersection of the global environment and society for over two decades in Fortune 500 companies, foundations, and leading non-profits. She is expert on the many different facets of water, and its integral relationships with food, energy, and human well-being. Having held leadership positions in the US as well as overseas, Amy is a strategic dot connector driven to innovative new paradigms for a healthy, thriving society and planet.

Amy currently serves as Managing Director of the Water Main, a new national initiative from American Public Media Group to engage Americans in seeing and experiencing the value of water and the vital role it plays in all aspects of our lives.

Before joining APMG, Amy was the founder of a strategic advisory firm focused on re-imagining the systems that deliver clean water, sustainable food, and renewable energy to society. As part of this work, she serves as the founding co-chair of the MN Sustainable

Growth Coalition, a group of over 30 global businesses and organizations collaborating to drive a circular economy, regenerative and sustainable by design.

Previously, she served Pentair's first-ever Vice President of Corporate Social Responsibility. There, she tapped into the company's technology and expertise to build solutions for sustainable water, food, and energy. She led Pentair's signature Project Safe Water with programming in India, Africa, and Asia. She also oversaw the company's sustainability efforts and served as the executive director of The Pentair Foundation, one of the largest corporate foundations in Minnesota.

Before moving with her family to Minnesota, Amy was eBay Inc.'s most senior sustainability leader, where she led all aspects of eBay's environmental programs, from creating eBay's industry-leading strategy on renewable energy and water efficiency in data centers to engaging eBay's 95 million consumers and employees in making more sustainable choices at scale. These efforts were recognized with eBay being named to *Newsweek's* Top 100 Green Companies and World's Most Ethical companies lists.

Amy started her career at Conservation International, where she became a founding Vice President of CI's Center for Environmental Leadership in Business. Over the course of 13 years, Amy was a leader in CI's efforts to design and build best environmental and social practices across key industrial sectors, including global agriculture, forestry, energy, mining, and the built environment. This work took her to threatened ecosystems around the world, from the cloud forests of Mexico to the savannahs of Africa and included a 3 year posting in Brazil.

Amy is a frequent speaker and presenter, and is the author of numerous articles and blog posts on re-imagining the interaction between people, planet, and economic systems, including co-editor of *Footprints in the Jungle*, published by Oxford University Press. Amy holds a BA in environmental public policy from Vanderbilt University and an MBA from George Washington University. She currently serves on the board of directors of the Great Plains Institute for Sustainable Development and the expert advisory board for *Ensis* magazine from the University of Minnesota's Institute on Environment. She lives in Excelsior, MN, by beautiful Lake Minnetonka with her husband, two children, and mischievous dog.