



JERRY YUDELSON, PE, MS, MBA, LEED® AP
Principal, Yudelson Associates

Profile:

Jerry leads the consulting team at Yudelson Associates. A former national board member of the U.S. Green Building Council (USGBC) and a registered professional engineer, he is an expert in the LEED green building rating system. Jerry provides Yudelson Associates' clients with expert guidance on creating, developing, designing and marketing green building projects and green products, with a focus on market entry strategies. He has more than 25 years of technical and business experience with renewable energy systems, green building design and environmental planning; leading more than 250 business, technical and marketing consulting assignments.

As Sustainability Director for a large regional engineering firm for five years, Jerry assisted project teams with sustainable design and consulting services for commercial and institutional building projects, with a special focus on commercial offices, higher education, housing and public facilities. At Yudelson Associates, he facilitates "eco-charrettes" and green building visioning sessions for clients. As a national trainer for the USGBC, Jerry has trained more than 2,500 people in the LEED rating system. For the U.S. Green Building Council, he chairs the Steering Committee for *Greenbuild* 2004, 2005 and 2006, the world's largest green building conferences.

In 2000, Jerry co-founded the *Green Building Services* consulting unit of Portland General Electric. Long active in public affairs and professional services marketing, Jerry brings a unique capacity for effective communications to each project. In 2004, Jerry's work was recognized by the "Better Bricks" award of the Northwest Energy Efficiency Alliance, as "Green Building Advocate" of the year. He was also named in 2004 as one of the top 25 Green Building Leaders in the Northwest by *Sustainable Industries Journal*.

Representative Experience:

Invited Presenter, 2002/2003 *Greenbuild* Conferences, US Green Building Council, Austin/Pittsburgh
Invited Presenter, 2004 Annual Conference of the *American Solar Energy Society*, Portland, OR
Invited Presenter, 2002 *Sustainable Building '02* and '05 Conferences, Oslo, Norway; and Tokyo, Japan
Invited Presenter, 2007 *Green Cities Conference*, Australia Green Building Council, Sydney

Education:

M.B.A., University of Oregon (with highest honors)
M.S., Environmental Engineering, Harvard University
B.S., Civil Engineering, California Institute of Technology

Registrations/Accreditations:

Registered Professional Engineer, Oregon
LEED™ Accredited Professional, USGBC

Professional Affiliations:

U.S. Green Building Council, member since 1999
Association of Energy Engineers/Society for College and University Planning
National Association of Industrial and Office Properties/Urban Land Institute
Association for the Advancement of Sustainability in Higher Education (Founding Board Member)
LEED Core and Shell Rating System (LEED-CS) National Core Committee, USGBC, 2004-2006
LEED for New Construction (LEED-NC), National Core Committee, USGBC, 2006-2008
Contributing Editor, 2005-6, *The SMPS Marketer* and *Environmental Design & Construction* magazines
Senior Editor, www.igreenbuild.com (since 2006)

Books:

Developing Green: Strategies for Success, 2006, published by National Association of Industrial and Office Properties
Marketing Green Buildings: Guide for Engineering, Construction, Architecture, 2006, published by Association of Energy Engineers
The Insider's Guide to Marketing Green Buildings, 2005, published by Society for Marketing Professional Services
365 Questions for Your Next Green Building Project, 2004, published by Corp. Realty Design/Management Institute