



Cylvia Hayes

932 SE Douglas St. ♦ Bend, OR USA 97702
(541) 280-5040 ♦ cylvia@3estrategies.org
www.3estrategies.org
www.cylviahayes.net

Personal Profile

As a lifelong environmental and social change advocate, successful entrepreneur, advisor to Governors, former First Lady of Oregon and professional change-maker empowerment trainer I am looking to apply my diverse skills and unconventional experience set to organizations and teams that are deeply committed to making our world a kinder, healthier, saner place.

Core Skills

- Visionary Doer, able to envision *and* implement practical steps to make the vision reality -
- strategic planning, project and campaign management
- Award-winning speaker and writer, including marketing and PR skill
- Collaborative leadership, diversity inclusion – deeply respectful, kind, good listener, strong ability to read the field in group interactions
- Skilled and entertaining educator and trainer
- Systems thinker, able to connect dots between complex issues and factors
- Highly organized but quick on feet, creative and effective with adaptive management
- Deep mindfulness and meditation experience and knowledge
- Strong emotional intelligence, kindness and people skills.

Achievements

- First generation college graduate and first in my ancestry to earn a Masters.
- Founder of multiple successful businesses, non-profit organizations and long-lived social benefit projects including one of the most successful green building tours and magazines in the country.
- Former First Lady of Oregon (did great work, survived the whole crazy ordeal!).
- Have raised millions for worthy causes and organizations.
- Winner of multiple awards (Bridges to Opportunity Award, for work related to poverty reduction, “*An Analysis of Clean Energy Workforce Needs and Programs in*

Oregon,” was named a green jobs best practice by the U.S. EPA, Top 50 Leader in Oregon, Top Forty Under 40, Earth Star Award, Solar Pioneer Award.

- Successful business founder and owner and not-for profit founder and director.
- Delivered hundreds of speeches including keynotes, commencement addresses and a widely viewed TEDx talk (samples of speeches can be viewed [here](#)).
- Have always harnessed adversity to grow, develop and serve others.

Work History

3EStrategies

CEO, Founder (1998 to present)

3EStrategies serves businesses, government entities, non-profit organizations and hard working change-making advocates. We help eco/social entrepreneurs create profitable products and operating systems that are good for people and the planet. As founder and CEO my responsibilities are varied including:

- Project visioning, planning and management
- Grant procurement and management
- Client/customer relations
- Employee and partner training and coaching
- Collaborative leadership, community and partner-building
- Spokesperson and lead writer. Samples of writing can be seen [here](#) and [here](#).

Cylvia Hayes Enterprises

ChangeMakers Coach, Founder (2016 to present)

As an author, blogger, and certified resiliency and empowerment coach and trainer I provide environmental and social change advocates and entrepreneurs with personal development tools to become more effective and happier, more hopeful and peaceful in the process. Key Responsibilities include:

- Designing and implementing organizational trainings and individual coaching programs
- Developing online courses and other products
- Writing blog posts, articles, speeches, books, ebooks and social media posts

State of Oregon

First Lady of Oregon (January 2011 to Feb. 2015)

As First Lady I launched the Oregon Prosperity Initiative to raise awareness about the crises and costs of poverty and implement system-wide strategies to reduce and prevent poverty. This imbedded poverty reduction strategies into the Ten Year State Budget Plan and catalyzed numerous high impact, community-based Prosperity Impact projects. I also

launched an Ocean Health awareness raising initiative addressing issues including ocean acidification, sustainable fisheries and marine debris. I led development of the Oregon Ten Year Energy Plan and the Oregon Genuine Progress Indicator. Key Responsibilities:

- Program Management
- Leading collaborative groups of mixed opinions, backgrounds, political persuasions
- Public speaking/ spokesperson
- Building community partnerships, stakeholder relations

Clean Economy Development Center, Washington DC

Senior Fellow (Feb. 2011 to August 2012)

Key Responsibilities/ Deliverables:

- Writing, speaking and shaping narrative for policy innovation to accelerate clean economy developments. Catalyzed and advised on development of multi-state, regional, clean economy policies and initiatives, beginning in the Northwest.
- Developed/ promoted adoption of effective, sustainable economic progress metrics.

Various and Assorted

Multiple Employers (1983 to 1991)

Municipal water protection program specialist, municipal waste prevention and recycling technical assistant, Heavy equipment operator, asphalt worker, chicken catcher (I'm not kidding!), plastic surgery assistant (still not kidding!), dental assistant, professional horse trainer, fitness trainer, aerobics instructor, house cleaner – among other things.

Education

MES (Masters In Environmental Studies). The Evergreen State College, Olympia WA. 1999. Major: Environmental Studies: Biodiversity Preservation and Sustainability.

BS - Environmental Studies. The Evergreen State College, Olympia WA. 1994.

AA - Bellevue Community College, Bellevue, WA. 1992.

Certified as Strategic Intervention/ Empowerment Coach through the Tony Robbins – Chloe Madanes Strategic Coaching Institute. 2016.

Currently a student in Unity Worldwide Spiritual Institute ministerial school.

International Experience (within past five years)

- Delivered sustainable/ new economy speeches in China, Norway, Canada, Germany, Greece
- Conducted sustainable development, urban design discussions in Curitiba Brazil
- Led State of Oregon trade mission to Ghangzhou China to explore carbon-reduction opportunities and lean manufacturing
- Member of Global Wellbeing lab funded by Government of Germany, with work in Brazil and Bhutan.

Additional Experience

- Member of Unity Worldwide Ministries EarthCare Core Executive Team (2017 to Current).
- Content expert for edX online course (MIT, Harvard, Berkely universities) (2013).
- Member of PDX2GulfCoast, a team that witnessed and documented the aftermath of the BP Deepwater Horizon oil spill catastrophe (2010).
- Appointed by Oregon Governor Kulongoski as member and co-chair of Oregon Renewable Energy Working Group (2005 -- 09).
- One of first several hundred people in U.S. trained by former Vice President Al Gore on *Inconvenient Truth* climate change presentation (2007).
- Previous member of Board of Directors of American Leadership Forum Oregon, Oregon League of Conservation Voters, Redmond Economic Development.

References

- John DeGraaf, New Economy author and film-maker. jodg@comcast.net, 206.407.5490.
- Katherine Trebeck, Research Director, The Wellbeing Alliance (formerly with Oxfam International). katherine.trebeck@gmail.com. +44.79.6868.1503.
- Otto Scharmer, Presencing Institute. scharmer@MIT.EDU. 617.230.5177.
- Bev Stein. Oregon Solutions. (She is familiar with some of the work I did as First Lady of Oregon). steinbev@pdx.edu, 503.725.9095.
- Bjorn Larsen, Principle, Foresight Group. bjorn.larsson@foresight.se. +46.0.8.755.2003.
- Governor John Kitzhaber (full disclosure, he is my life partner and fiancé. However I include him because we have worked closely together as professionals as well). hdk.lvs27@gmail.com, 503.507.7255.