



JEFF HICKS

Director of Product Strategy

Jeff Hicks, Director of Product Strategy at The Water Institute, has more than 15 years of experience scaling environmental applied research into robust data-driven decision support applications.

Through his work on Climate.gov, the U.S. Climate Resilience Toolkit, and the National Climate Assessment, Hicks helped to develop many foundational climate change indicators and decision support tools used nationally for decisions in government and beyond. Hicks has also led development of several high-profile environmental planning and assessment applications for the NOAA, NASA, the U.S. Forest Service, and Los Alamos National Laboratory; and for a global set of companies including ExxonMobil, Dow Chemical, DuPont, Intel, Kodak, and more.

Prior to joining The Water Institute, Hicks co-founded Fernleaf in 2014 as a private company spinoff of the National Environmental Modeling and Analysis Center (NEMAC) at the University of North Carolina Asheville; Fernleaf continues to expand the reach of the NEMAC's applied research in community climate resilience by advising dozens of local and regional governments nationwide. Hicks was previously a software engineer with Locus Technologies and a geospatial software engineer with NEMAC. He received his bachelor's degree in environmental studies from the University of North Carolina at Asheville.

COMPANY ROLE

Director of Product Strategy

PROJECT ROLE / FOCUS AREAS

Climate Resilience
Software Development
GIS and Data Visualization
Decision Support
Entrepreneurship

EDUCATION

BS Environmental Studies, University of North Carolina at Asheville, 2008

PROFESSIONAL EXPERIENCE

2022-Present: Director of Product Strategy, The Water Institute

2014-2022: Co-founder, Fernleaf

2011-2014: Software Engineer, Locus Technologies

2006-2011: Geospatial Software Engineer, National Environmental Modeling and Analysis Center



SELECTED PROJECTS

EnDMC technical development. *The Water Institute. 2022-present. Product owner.* Jeff is leading the technology development strategy for the Environmental Data and Model Catalog (EnDMC) which increases discoverability and preserves data provenance for complex environmental modeling tasks. EnDMC will assist in organizing modeling efforts at the Institute, and work produced by a wide range of consultants supporting the Louisiana Watershed Initiative, the Louisiana Coastal Protection and Restoration Authority, and the Texas General Land Office.

Defense climate advisory support. *The Water Institute. 2022-present. Senior Advisor.* Jeff has advised a range of military stakeholders in using data to plan for an uncertain future including helping the US Air Force develop its climate projection capability strategy to serve the DoD, US Intelligence Community, and NATO, including briefings to OSD, the Pentagon, and international allies; and serving on the Technical Advisory Committee for the Military Installation Resilience Review of NAVSTA Newport and the Naval Undersea Warfare Center.

Equitable climate resilience planning. *Fernleaf. 2014-2022. Principal.* Support for dozens of local and regional governments including Charleston, SC; Tallahassee, Jacksonville, Alachua County, Palm Beach County, West Palm Beach, Lake Worth Beach, Lantana, Ocean Ridge, Briny Breezes, Boynton Beach, Delray Beach, Highland Beach, Boca Raton, Fort Lauderdale, Broward County, Hollywood, Hallandale Beach, North Miami, and Tampa International Airport, FL; New Bern, New Hanover County, the 24 jurisdictions of the Land of Sky Regional Council of Governments, Orange County, Durham City and County, Chapel Hill, Raleigh, and Cary, NC; Houston, TX; the greater Detroit region, MI; and the Hampton Roads region of VA.