

Willi Paul

CEO - PlanetShifter.com Networks

willi@willipaul.com

Summary

Planetshifter.com is an online blog network devoted to bringing clients and the community together to share ideas and news on sustainability, green politics and the impact we have on our planet.

Planetshifter.com Networks (PSN) is a client relations network where socially responsible business owners can contract our services to further their mission to educate and market their products and services to the public. See:

<http://www.planetshifter.com/PS/networks.htm>

PSN is an effective and direct channel to the individuals and businesses on the web. This brings increased sales opportunities for clients. Willi Paul, Founder of PSN broadcasts client info in his extended network of seven additional green community websites, LinkedIn.com, and one-on-one consulting. Nowhere else can business owners connect with each other on such a direct, diverse and cost-effective mechanism.

Here is a recent interview with Willi Paul:

<http://resourcecollaborative.com/sustainability-consultant/>

Specialties

Sustainable programs and policy development; green technology; art, innovation and sustainability.

Experience

CEO at PlanetShifter.com Networks

April 2010 - Present (2 months)

Planetshifter.com Network (PSN) allows readers a simple and direct channel to the individuals and businesses on the site and the Internet. This means an increased sales opportunity for the people who are being featured. Willi Paul, Founder of PSN has the experience to promote participants in the network over seven additional green community websites, LinkedIn, and one-on-one consulting. Nowhere else can business owners connect with each other on such a direct and diverse scale.

3 recommendations available upon request

Community Relations Consultant at DailyActs.org

March 2010 - Present (3 months)

Business Consultant / Blogger at <http://PlanetShifter.com>

April 2009 - Present (1 year 2 months)

Green Business Certified Sustainability Consultant and Executive producer at PlanetShifter.com generating 200+ thought leader interviews and 1500+ posts to-date since EarthDay '09.

5 recommendations available upon request

Green / Facilities Consultant at City of Burlingame, CA

February 2010 - March 2010 (2 months)

1. Coordinated consultants and service contracts, permits
2. Group Member - Google Fiber-Optic Network:
<http://www.googlefiberforburlingame.com/>
3. Coordinated:
 - a. Energy Efficiency and Conservation Block Grant (EECBG) Program
 - b. San Mateo Green Business Program

Contract Community Advocate + Blogger at Favorpals.com

April 2009 - June 2009 (3 months)

About Favorpals.com

We are a small team of software developers that has been engaged with the Internet since the early nineties. Favorpals is our response to the untapped potential for mutual benefit that we see in the connections billions of people are making on the World Wide Web every day. Our company is dedicated to the belief that human beings can better serve each other through a spirit of collective cooperation.

Begin by imagining that money ceases to be the currency of choice. Imagine you can have almost anything you want without having to reach into your pocket for your wallet. What if the billions of online users can make this happen?

Welcome to the world of Favorpals — a money-free system of exchange.

Favorpals provides the space where services can be freely exchanged for other services and/or goods — all without engaging in a traditional monetary transaction.

2 recommendations available upon request

Director of Sustainability at ATI US - Green Energy Division

March 2009 - May 2009 (3 months)

- Designed and supervise Proposal Process
- Bioreactor Proposals for Wineries and Chicken Farms
- Set-up Base Camp GroupWare
- Created Sustainability Principles
- Special Green Projects as Assigned by CEO

Director of Sustainability (Consultant) at zerowastesolutions.com

July 2008 - March 2009 (9 months)

Director of Sustainability

ZeroWasteSolutions.com, Newark, CA

New Business Model and Web Site Concept for Firm - Green Building Program with LEED Control Tower and Support Facilities - Comprehensive Recycling Pilot Program - LAS Airport, Las Vegas, NV

Green Building Program with LEED - includes Green Campus, Green Base and Green Health Care options for waste audit,

material recycling and education tools.

GSA Technical Schedule for Solid Waste Resource Management

Review ZWS media for sustainability concepts and Best Practices

Zero Waste Technical Support Proposal for City of Palo Alto

Waste Management and Recycling Proposals for Universities and Military Bases

Sustainable solutions webinar content and design for military bases and universities

1 recommendation available upon request

Project Director at Business Emergency Safety Training

May 2008 - September 2008 (5 months)

Working the RFP and Grant writing processes

Designing and implementing a new green/safety non-profit

Print and web ad design

Consultant at Cadiz Design Studio

May 2007 - June 2008 (1 year 2 months)

Green / Sustainability focus

1 recommendation available upon request

Consultant at Sustainable Business Solutions

January 2007 - April 2008 (1 year 4 months)

Sustainability / Green business support

4 recommendations available upon request

Founder at The Green Chamber

2007 - 2008 (1 year)

The first attempt to change the old Chamber of Commerce.

Education

Minnesota State University, Mankato

M.A., Urban and Regional Planning, 1998 - 1999

Virginia Polytechnic Institute and State University

PhD -ABD, Environmental Planning and Design, 1998 - 1999

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16 people have recommended Willi

"Willi is a sophisticated blogger who keeps up with the fast changing eco-marketplace without losing sight of what matters today."

— **Kristina Hahn | AIA | RA | LEED AP+**, *Architect, LEED AP HOMES, Kristina Hahn Atelier*, was with another company when working with Willi at PlanetShifter.com Networks

"Willi has a keen sense of hearing what is actually going on. There is too much fluff in the communications industry, so it has been a pleasure to work with Willi and cut through to the issues that really matter. And to crown it, he then does what he says he will do!"

— **Alexander Bischoff**, *Blogger, open4energy*, was with another company when working with Willi at PlanetShifter.com Networks

"I had just been elected President of Sustainable Novato, when Willi Paul was recommended to me. In our first contact he offered to put our story on the web through his different blogs. That day I received a series of questions that were very pertinent to our work, which left me with the feeling that I had been deeply listened to in our initial interview. I got overwhelmed with my new duties and he continued to support me in getting my responses back to him in a timely manner. When I read the article that he posted on his blogs, my comments were presented as I had intended and I was happy with the interview. Since then, I have recommended him to other colleagues of mine to use his services. He is easy to work with and very professional Larry Tackett President Sustainable Novato"

— **Larry Tackett**, was Willi's client

"Willi Paul is a driven man. It's rare to see someone as dedicated to the sustainability movement and at the same time as savvy in the world of digital communications and business. There are a lot of consultants and "experts" who will sell you on a thin facade, but Willi digs straight into the real meaning of the thing. He's managed to wrangle up over 200 interviews at Planetshifter.com from leaders across the sustainability spectrum, from artists to business moguls, and the diversity of his subjects shows how versatile he is himself. Starting the site on Earth Day 2009 his efforts show what true focus can get done. If you're looking for someone who can guide you towards meeting tough goals or towards creating a sustainable and ecologically sound business/community I'd talk to Willi."

— **David Metcalfe**, *Connector, TEDxNaperville*, was with another company when working with Willi at PlanetShifter.com Networks

"Willi conducted an outstanding interview posted on PlanetShifter regarding my pioneering work on best practices for growing green revenues and my recently released book entitled *The Secret Green Sauce*. <http://bit.ly/5bljjM> His questions were insightful and contributed to the high quality of this interview. Topics surfaced by Willi include greenwashing, the trends in green employment and the best practices lessons-learned from Walmart to Michael Pollan to Buy Local. Willi posted this interview in a highly professional manner and followed up his posting with numerous tweets and other web based outreach. I was so impressed by Willi that I have since connected with him through LinkedIn and look forward to future collaborations."

— **Bill Roth**, *Green Business Coach, Earth 2017*, was with another company when working with Willi at <http://PlanetShifter.com>

"My relationship with Willi Paul has been full of great experiences in such a short time. As a writer and sustainable consultant Willi provides creative insight to young start-ups. His passion for small business is refreshing and his commitment for the earth magnificent. If you are thinking about sustainable practices Willi Paul should be on your team."

— **Patrick Brinkerhoff**, *Owner, Resource Collaborative LLC*, worked with Willi at <http://PlanetShifter.com>

"Until this day I have regular contact with Willi on various, sustainability related subjects. He never failed me to make an authentic 'Willi Paul' impression with his knowledge of sustainability issues, his prolific writing and his ability to pair partnership with productivity. Recommended if you need somebody to get things going .. in the right direction."

— **Wout-Jan Koridon**, *Connector, Four Years. Go.*, was with another company when working with Willi at <http://PlanetShifter.com>

"I had the pleasure to have Willi Paul interview me about my rock opera musical "EAKUKU" about the last rainforest with the musical talent of Will Rose. The article may be seen at *Recent interview*; <http://www.planetshifter.com/node/1496>. During that period we went back and forth many times and I got to know his philosophy and passion. I found him to be a delightful, witty, fun, upbeat person and at the same time extremely focused and serious about his multitalented approach to all that he does. I am very proud of his interview and only hope this is a beginning of many ideas to share down the road. He is an expert in all that he does and I recommend Willi Paul highly to any person, company or project you have on hand. He would be an asset on any level. Oh and just an after note this interview had a ton of hits! Tre cool. Thank you Willi."

— **Touché Internation New Mexico/Spain/Ireland**, *Film/Stage Director/Action specialist, Touche International*, worked directly with Willi at Sustainable Business Solutions

"Willi gives his time and web site to innovators in the sustainability sector and I really appreciate the interview he did with me. Mr. Paul is more than a blogger, his business acumen and vision make him a thought leader for a greener world. I highly recommend him!"

— **John Crockett**, *CEO, Mother Nature's Farms*, was with another company when working with Willi at Sustainable Business Solutions

"Willi is a leading-edge green business consultant and blogger at <http://PlanetShifter.com>. As a Certified Sustainability Consultant he has generated 200+ thought leader interviews and 1500+ posts to-date since EarthDay 2009. I recommend him highly."

— **Ian Browde**, *CEO/Founder, Greening Point, Inc.*, was with another company when working with Willi at <http://PlanetShifter.com>

"It is with great pleasure that I recommend Willi Paul as a consultant to green businesses and start-ups in the Bay Area. I have known and collaborated with Willi on green community initiatives since 2006. He brings to the table innovative approaches to problem solving, communication skills, social marketing experience, drive and "can-do" spirit as well as incredible connections throughout the local green business and non-profit community. His current popular blog, Planet Shifter, highlights the aforementioned skills."

— **Jan Cox Golovich**, *Owner, Cafe Voltaire*, worked directly with Willi at Favorpals.com

"William has greatly contributed to our online awareness effort for favorpals.com. He is a thorough writer, reliable, responsive, able to drive results even with limited availability from our staff to support his effort. I'd recommend him with confidence."

— **Zeo Solomon**, was Willi's client

"William Paul is a creative whirlwind, bringing wise integrity to worthy endeavors."

— **David Wills**, *Imaginator, David Wills Art*, worked with Willi at Sustainable Business Solutions

"Willi is well connected to the East Bay sustainability scene and provides thoughtful and creative consulting solutions for businesses and organizations hoping to improve their sustainable bottom line. Recommended without hesitation."

— **Nik Kaestner**, *Owner, Green Squared Consulting*, worked directly with Willi at Eco-Approved Certification Services

"Willi is a pleasure to work with. He is very methodical and results-oriented while also excelling at creative work. I very much look forward to working with him again in the future."

— **Pablo Päster**, *Business Development Partner, Eco-Leaf*, worked directly with Willi at Groundwork Institute

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— **Pablo Päster**, *Business Development Partner, Eco-Leaf*, worked directly with Willi at willipaul.com

[Contact Willi on LinkedIn](#)