

Matthew E. Kopac
1510 Woodland Drive
Durham, NC 27701

919-597-9680
mekopac@gmail.com

Education

Yale School of Management, New Haven, Connecticut
Master of Business Administration (MBA), 2009

- Emphasis in community development and sustainability
- Elected Student Body President, Student Government
- Student Director, Yale Law School Community Economic Development Clinic

University of Wisconsin-Madison, Madison, Wisconsin
B.A. in Economics, International Relations and Political Science, 2001

- Distinction in Letters & Sciences; Draminski Award for Economics

Professional Experience

2012-Present **Burt's Bees**, Durham, NC

Sustainable Business & Innovation Manager – Burt's Bees
Vice President & Treasurer – Burt's Bees Foundation

- Develop sustainable business strategy for Burt's Bees across the value chain.
- Lead pre-competitive, multi-stakeholder industry efforts to drive sustainability improvements across the personal care category alongside retailers, suppliers, NGOs and competitors.
- Oversee environmental sustainability initiatives, including zero-waste-to-landfill practices, carbon and water neutrality, and energy and water efficiency projects.
- Own the sustainable packaging strategy for Burt's Bees to drive more post-consumer recycled plastic use, increase recyclability, and reduce overall packaging materials.
- Work with new product commercialization teams to identify and incorporate opportunities for sustainability innovation in new product launches.
- Serve as sustainability lead for cause marketing programs, including #BringBacktheBees, which has supported NC farmers with 15 billion seeds on 4,000 acres along with technical assistance to make farming more pollinator friendly.
- Direct community service activities, with four years of 100% participation by office employees.
- Manage The Burt's Bees Foundation operations and grant-making process, giving more than \$3M to more than 150 organizations in North Carolina since 2012.

2010-2012 **iContact**, Morrisville, NC

Corporate Responsibility Manager

- Provided strategic direction for iContact's corporate responsibility initiatives including community giving, environmental sustainability, employee engagement, policy advocacy and reporting.
- Led company to B Corporation certification.

Fall 2009 **VisionSpring**, El Salvador

Consultant

- Wrote business plan for VS-El Salvador's comprehensive eye care business model, which supported the program's rapid expansion from 2009-2011.
- Provided consulting support to help VS grow its baseline ready-made reading glasses business and deliver low-cost eyeglasses to the poorest of the poor through an innovative distribution model.

2005-2007 **Rapoza Associates**, Washington, DC

Policy Associate

- Empowered community development organizations, financial institutions and coalitions by providing tactical policy advice, legislative guidance, and advocacy tools to help organizations influence policy decisions and impact the legislative process in Washington.
- Developed in-depth knowledge of federal community development and small business financing programs, as well as innovative, triple-bottom line approaches to revitalizing distressed communities.
- Engaged in extensive outreach to Congressional Committees such as Agriculture, Appropriations, Banking, Environment, Finance, Labor, Ways and Means, as well as federal agencies such as the U.S. Department of Agriculture, Health and Human Services, Housing and Urban Development, Treasury.

2001–2004

U.S. Peace Corps, Benin, West Africa

Small Enterprise Development Volunteer

- Served as a small enterprise consultant and microfinance bank consultant, working with women's cooperatives and micro entrepreneurs to sustain and scale their enterprises.
- Mentored youth and helped them launch new ventures through Junior Achievement.
- Promoted girls education, developed and delivered courses on gender issues for kids, hosted a radio program and fundraised for scholarships to rescue girls from forced marriages and pay tuition.
- All work was carried out in French (received certificate of advanced level fluency) and Dendi, a Beninese indigenous language (achieved an intermediary level of fluency).

Additional Information

- Eisenhower Fellow
- Forward Under 40, Wisconsin Alumni Association
- 40 Under 40, Triangle Business Journal
- Chair and Policy Representative, Durham Environmental Affairs Board
- Co-Founder & Past-Chair, Durham Living Wage Project
- Participant, Phase I and Phase II Racial Equity Institute Training
- Member, Durham Rotary Club
- Past Board Member, Leadership Triangle
- Recipient, Rotary International Cultural Ambassadorial Scholarship
- Awardee, DC Employment Justice Center Award for Excellence in Workers' Rights
- Avid international traveler, fluent in Spanish and proficient in French