

Christopher J. Peacock, MBA

Board of Directors
San Juan Water District
RE: Notice of Vacancy

August 22, 2017

Please accept this letter of interest in consideration for the vacant Board of Directors role. I was certainly sad to hear how this vacancy had become available. Board Member Walters will undoubtedly be missed.

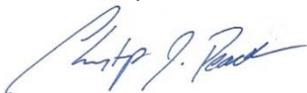
For nearly 20 years I have been an active professional in the water industry. I am interested in serving my community through the Board of Directors of the San Juan Water District, even if for a short term. Over my career, I have worked with public municipalities, land developers, technology companies, agricultural communities, policy makers, authors, change agents, economists, storytellers and artists – all in the context of managing one of our most precious resources: WATER.

For the better part of a decade, I have helped water utilities better manage their operations through advanced water technologies (both data and treatment). I have helped technology startups navigate the complicated, fragmented world of water. I have partnered with some of the largest water utilities in North America.

My passion for water, however, is not to be undone by my desire to build a brighter future for my children and my community. I have been a resident in Granite Bay for the past 7 years, and am also a local business owner. I am the CEO of AQUAOSO Technologies, a public benefit corporation with a mission to build a water resilient future through advanced technologies. I am a regular presenter on the topics of smart water, water data, water rights management, leadership in water and entrepreneurship.

As you seek someone to fill the Board of Directors role, please consider my extensive and varied experience. You will undoubtedly have some stellar applicants. I would be honored to be among the few that have a deeper discussion with you about this appointment.

Sincerely,



Christopher J. Peacock

Christopher J. Peacock, MBA

EXECUTIVE SUMMARY

Water Industry Expert • Strategic Planner • Account Development • Business Operations Leader

- Innovative, transformative water industry executive with nearly 20 years' experience driving profitability and development. Achieve through dynamic, trailblazing leadership and sharp business acumen.
- Intricate knowledge and experience within the water sector; deeply committed to facilitating growth and leading development that will have a lasting impact on water resources management.
- Passion for mentoring and developing others; possess a keen eye for identifying others' strengths and tapping into their talents and abilities.
- Creative and decisive problem solver; comfortable taking assertive action toward achieving key goals.
- Expert at identifying market trends and initiating plans and programs to capitalize on them.
- C-Suite relationship builder instrumental in start-up and strategic expansion.
- Present a highly advantageous skill set that combines operational leadership with an entrepreneurial mindset and consultative skills; comfortable navigating through and performing within corporate entities, while able to make the swift, decisive moves required of an impactful entrepreneur.

CORE PROFICIENCIES

- Strategic Planning / Innovation
- Operations Management
- Risk Management
- Project Management
- Human Resource Development
- Training & Coaching
- Employee Development / Team Leadership
- Water Rights & Resources
- Client Relations / Account Management
- Business Development
- Market Segmentation / Market Analysis
- Management Consulting
- Digital Marketing / Social Media
- Financial Analysis & Management

PROFESSIONAL EXPERIENCE

AQUAOSO Technologies, PBC Granite Bay, CA

December 2016 to Present

AQUAOSO is a public benefit corporation building resilient water futures through advanced technology.

CEO

- Founder of SaaS technology company building a water rights management and trading web platform.

FATHOM Granite Bay,

March 2014 to December 2016

FATHOM is a SaaS Water technology company with a focus on smart meters, meter data management, customer billing and customer presentment.

Vice President Client Success

- Leading all account relationships, large water utility business development activities and client success management team.

Key Accomplishments

- Project manager for deployment of Meter Data Management platform with largest water Investor Owned Utility in US consisting of 3.2 million meters.
- Led sales, negotiations and project management of Meter Data Management and Customer Presentment tools for water utility leveraging local Gas and Electric AMI network.
- Negotiated sale of meter to cash SaaS software (MDM, CIS, Customer Presentment) and outsourced managed services to mid-size water utility.

- Responsible for negotiating and managing multiple multi-year contracts generating revenue in excess of \$10MM.
- Active participant on product and partnership development teams.
- Developed framework and implemented FATHOM's first Client Success Department, improving NPS scores by 40% in less than 12 months.

The Water Innovation Project, LLC Granite Bay, CA

June 2013 to Present

An idea lab, consultancy and leadership hub with a mission to transform the way we value water through innovation and collaboration.

Founder

- Founded organization to address severe lack of understanding around the value of water through leadership coaching, consulting with emerging water technologies, and developing collaborative projects.

Key Accomplishments

- Developed and organized 2015 Water/Energy Nexus Hackathon in San Francisco with 140 registered participants and 16 projects.
- Authored, edited and published book anthology *Damned If We Don't! Ideas for accelerating change around water* with 29 water industry thought leaders. 2015 eLit Gold Medal and Silver Medal Winner for best new Environment/Nature/Ecology book and Anthologies, respectively.
- Launched H2.O - a platform for the water utility industry to collaborate and share knowledge around information technology and software solutions.
- Invited Resource Guest for Waterlution's Calgary's Water Innovation Lab 2013 and India Water Innovation Lab 2017.

Westin Engineering, Inc., Rancho Cordova, CA

February 2010 to June 2013

A national technology and business consulting firm serving the water utility industry.

Business Services Manager

- Reputation for innovative leadership in the water industry led to an invitation to join this national firm as its first director of corporate services.
- Direct a diverse team with responsibility over business strategy, administrative services, marketing, human resources, legal, risk management and IT functions.
- Respected for ability to take on widely disparate roles and cultivate order, clarity and efficiency.

Key Accomplishments

- Developed and launched a highly impactful marketing plan/campaign focusing on social media, strategic partnerships, lead generation and market segmentation. Specific tactical elements included co-development of *OurWaterCounts.com*; blogging; telemarketing; and focused Twitter / LinkedIn participation to build community, increase client interaction and attract new talent.
- Improved human resources services for Westin's Canadian staff, including implementation of RRSP, rollout of the first Canadian policy manual, and engagement of an outsourcing firm to enhance HR capabilities.
- Initiated and have led a strategic cultural shift within the organization, directing it from a culture of command and control to one of innovation and collaboration.
- Facilitated Westin's Core Values and Cultural Improvement teams; crafted and introduced the first set of core values in the company's 30-year history.

AE Leader, Prescott, AZ

November 2007 to February 2010

Founder of executive coaching and management consulting services.

Management Consultant

- Founded an executive coaching, management consulting and strategic visioning firm to help individuals and organizations define and achieve key business goals.

Key Accomplishments:

- Mentored a startup company through strategic, financial, marketing and business planning, helping pave the way to a new product launch.
- Stabilized an ailing engineering firm by taking decisive action in the areas of financial planning, restructure of corporate debt, development of a formal business plan, strategic planning and renewed marketing efforts.
- Invited to coordinate an international research project to gain insight into corporate sustainability practices and assess the role leadership plays in the process.
- Developed training material based on Michael Porter's *Competitive Strategy* for delivery to the leadership team of an international manufacturing firm's Phoenix facility.

Wilcox Professional Services, LLC, Phoenix, AZ

May 2007 to November 2007

A national, multi-disciplined professional engineering and surveying firm.

Director of Organizational Development

- Directed all recruiting, performance management, leadership development and training efforts for this nationally recognized civil engineering firm.

Key Accomplishments:

- Leveraged business process improvement expertise to devise best-in-class recruitment practices; efforts created a healthy pipeline of highly qualified talent, for both current and future opportunities.
- Defined and helped develop the leadership development curriculum for the Wilcox Corporate University program, a program designed to expand the managerial and leadership capacities of senior leaders.

Damon S. Williams Associates, LLC, Phoenix, AZ

January 2003 to May 2007

A planning, design, construction administration and consulting engineering services firm for water and wastewater facilities.

Senior Business Operations Manager

- Expertise in water resource issues prompted an invitation to join this water and wastewater engineering firm. Led all planning, leadership development, human resources, facilities, legal, contract/risk management, IT and administration initiatives.

Key Accomplishments:

- Restructured corporate compensation and bonus programs to better recognize high-performing associates and realign with corporate strategy, mission and values.
- Strategic planning efforts helped solidify corporate goals and actions. Established quarterly reviews and specific, measurable financial goals; developed a corporate succession plan; implemented financial benchmarking and launched a workforce planning program to identify areas for improvement.
- Enhanced ability to successfully guide key programs from strategy development through implementation stages. Became extremely adept at streamlining operations through organizational and leadership abilities.

Verde Water Resource Consultants, LLC, Chino Valley, AZ

January 2000 to January 2003

Strategic consultants for a variety of water-rights related planning and projects.

Owner / Consultant

- Provided sustainable water resource consulting services to investors, landowners and development companies. Services included public representation, contract negotiation, research and report writing.
- Focused efforts on developing strict water conservation and xeriscape landscaping requirements for local developers looking to acquire water rights.

- Developed a philosophical understanding of the economics and societal value of water preservation, and reinforced commitment to helping protect and preserve water resources for all global citizens.

Key Accomplishments:

- Pioneered the first public/private partnership between the town of Chino Valley and private developers to finance, build and operate a wastewater treatment plant.
- Negotiated the sale and transfer of a water portfolio from the town of Chino Valley to a local developer in support of a 1,200-custom home development, led by former executives of Del Webb and local ranching families.
- Integrated ESRI GSI mapping tools, ADWR databases, county maps and real estate documents to create a proprietary database of water rights owners in Northern Arizona. This allowed the company to acquire water rights that had been previously inaccessible and amass a significant water portfolio, which was then marketed and sold to investors and developers.

Olympic Homes, Inc., Chino Valley, AZ

1994 to January 2000

Family-owned homebuilding and land development firm.

Sales and Operations Manager

- Joined a family construction and land development business while still in college, managing daily operations of home and land sales.

Key Accomplishments:

- Revamped the company's pricing strategy; efforts grew sales 10% and increased profits by 20%.
- Earned formal recognition for maintaining 100% customer satisfaction rates, and top ten sales volume.
- Negotiated profitable sale of company to a national homebuilder in 2000.

EDUCATION

Water Leadership Institute

Invited to participate in the inaugural class of this highly selective program, 2012

Water Environment Federation, Alexandria, VA

Coursework Completed toward Doctor of Management, Organizational Leadership

Master of Business Administration, International Management

University of Phoenix, Phoenix, AZ

Bachelor of Arts, Comparative Religious Studies

Northern Arizona University, Flagstaff, AZ

PROFESSIONAL AFFILIATIONS

Member, **Water Environment Federation**

Facilitator, Innovation and Entrepreneurship – **Water Leadership Institute** – 2013-2016

Member, **American Water Works Association**