

ERIC COREY FREED

NATIONALLY-KNOWN, AWARD WINNING ARCHITECT, AUTHOR & SPEAKER

EDUCATION & LICENSES

- SFIA** 1999
Masters of Arts, Ecological Design
3.6 cum
- TEMPLE UNIVERSITY** 1994
Bachelor of Architecture
Urban Design Concentration
Dean's List – 3.4 cum
- LICENSED ARCHITECT**
Oregon 6637 New Mexico 03902
California 30731 Arizona 42861
- LEED FELLOW** (First 100 Honored) 2015
- LEED ACCREDITED PROFESSIONAL** 2004
BD+C 53852

12 BOOKS AUTHORED

- Circular Economy for Dummies
John Wiley & Sons, 2021 
- Green Building & Remodeling
for Dummies
John Wiley & Sons, 2007 
- Sustainable School Architecture
John Wiley & Sons, 2009 
- GreenSense for the Home
Taunton Press, 2010 
- Architect Exam Prep Study Guides
Book Series, 2012-23 

BY THE NUMBERS

- 380k**
Workshop Attendees
- 32**
Years Experience
- 1575**
Students Taught
- 425**
Projects Designed
- 64**
LEED & Net Zero Projects
- 62**
% Average Reduction in Energy or Carbon

RECENT POSITIONS HELD

CANNONDESIGN 2020–P

Principal, Director of Sustainability

I oversee firmwide sustainability for all of project markets in this Top 10 \$450M firm with 1200 staff across 20 offices in 3 countries.

MORRISON HERSHFIELD 2017–2019

Sustainability Disruptor

I led the advanced sustainability teams of 50+ people for this \$450M engineering firm with 1200 staff across 21 offices in 2 countries. Results include their first CSR report and the launch of five new services lines valued at \$5M a year in revenue.

EcoDistricts 2016–2017

Chief Community Officer

Strategy, planning & execution for all development, partnerships & community programs for this \$1.5M non-profit with 11 staff and 50 districts in 3 countries.

Key Achievements:

- Created & launched certification and accreditation programs.
- Trained hundreds in our programs and processes.

INTERNATIONAL LIVING FUTURE INSTITUTE **CASCADIA GREEN BUILDING COUNCIL** 2014–2016

Vice President, Global Outreach

Direction of entire education, outreach, communications, PR and event programs for this \$5.9M non-profit with 35 staff and 75 branches in 32 countries.

Key Achievements:

- Grew social media reach by **27%** in just 3 months and by **67%** in 6 months using a specific approach to education and engagement
- Grew email list by **132%** by developing systems to collect visitor info
- Grew sponsor prospect list by **55%** by mining our outreach

organicarchitect since 1997
Founding Principal

I founded this Architecture Firm specializing in sustainable design and green consulting and grew it into a nationally known thought leader. I've designed hundreds of deep green projects, including over **35** LEED certified and net zero projects, including the first LEED multi-tenant office building in the U.S.

Key Achievements:

- **25+** years designing over **300** projects up to **\$5M** in Single-Family Type V construction & **\$30M** commercial projects
- Routinely raised funding of up to **\$1M** for non-profits & startups

LAUNCHED 5 NON-PROFIT ORGANIZATIONS & FOUNDED 3 COMPANIES

BOARDS & ADVISORY ROLES

Human Health Initiative	USGBC North Carolina
SF Design Museum	ReWall Materials
West Coast Green	AMDS
ADPSR NorCal	PrimoWind
Natural World Museum	Energeo
Green Home Guide	TribeWanted
New Voice of Business	Green Wizard
Local Exchange (BALLE)	Brondell Inc.
Sustainable Stewards	Live Glass International
Refutees	Bottle Stone
	Build It Green
Greenopia	Ecosa Capital
Sustainability: The Journal of Record	ArtSFest San Francisco
Eco-Structure Magazine	The Friends of Kebyar
Traditional Home Magazine	AIA Committee on the Environment (COTE)
Natural Home Magazine	SMART Building Product Rating System
Surface & Fabrication Expo	

AWARDS & HONORS

LEED Fellow, USGBC	2015
Volunteer Award, USGBC LA	2014
Green Gold Design Award, Coverings	2014
Best Green Architecture Firms, Art News	2012
Top 10 Most Influential Green Architects, How Stuff Works	2012
Mayors Award for Sustainability, City Of Palm Springs	2009
Green Visionary, 7x7 Magazine	2008
Best Visionary, SF Magazine	2007
Mayors Green Business Award, City of San Francisco	2006
Best Green Architect, SF Magazine	2005

PARTIAL LIST OF CLIENTS

Autodesk	McKinsey
Pixar	Gensler
Ann Taylor	CannonDesign
Unico Properties	SB Architects
Microsoft	NetworkLive
Lowe's	FusionDM
Williams Sonoma	SB Architects
Liebherr	Ryan & Associates
NanaWall	Andrew Skurman
Lutron	TRG Architects
Boston Properties	Gluckman Mayner
United Healthcare	McCall Design
McKesson	Simpatico Homes
County of Los Angeles	ASHRAE
City & City of San Francisco	ULI

PAST ROLES

XPRIZE Foundation Los Angeles 2016–2018
Bold Visioneer for Healthy Homes XPRIZE

I led a team of 5 to develop a moonshot for buildings to be launched as a \$10M international competition, to grow a building using Synthetic Biology to manipulate Nature's technology. I secured the \$10M sponsorship from Lowe's and worked with dozens of technical advisors around the world.

Urban Re:Vision San Francisco 2006–2010
Executive Director / Founding Board Member

Working side by side with Founder/Benefactor, developed scope, organization & vision for this nationally known 501(c)3 organization.

- Developed successful fundraising strategy for **\$1 million** annual budget with **staff of 6** resulting in expansion of programs
- Launched **seven** international design competitions with hundreds of entrants from **14** countries, exceeding targets
- Moderated city funded workshops for **100 attendees** each in multiple cities around the country, resulting in partnership with City of Dallas for a real world sustainable block development

The San Francisco Design Museum 2002–2005
Chair of Architecture / Founding Board Member

- Produced receptions and fundraising events valued at **\$15k** for up to **500** guests
- Negotiated lease agreement between Museum and Metreon valued at **\$60k** and launched **3** exhibits with over **100** objects in each
- Created and directed **eight exhibit committees** headed by a chair reporting directly to me

ecoTECTURE: Journal of Ecological Design 1999–2003
Graphics Editor / Co-Founder

- Led the design, editing and publishing for this online publication with over **10,000** subscribers
- Established strategic alliances with partners valued at **\$50k** and directed all strategy, branding and advertising

FEATURED IN



350k **8k** **11k** **350k** **85k**

RECOGNIZED BY 8 MAYORS FOR ADVANCING SUSTAINABILITY

POLICY POSITIONS

Carbon Neutrality by 2035
 Net Zero Buildings Mandate by 2020/2030
 Plastic Bag / Reusable Bag Ordinance
 85% Construction Waste Diversion from Landfill
 LEED Gold Pilot for New Commercial Buildings
 Property Assessed Clean Energy (PACE) Program
 Priority Permitting for Net Zero Buildings
 Turf Buyback Program
 Parking Lot Reduction Program
 Graywater Use Policy
 Mandatory Solar for Commercial Buildings
 LED Streetscape & Parking Lot Lighting Rqm'ts
 De-Asphaltification (Permeable Paving) Ordinance
 Energy Benchmarking & Disclosure Ordinance
 Styrofoam Waste Reduction Ordinance
 Water Efficient Landscape Ordinance
 Mandatory Cool Roof Ordinance
 Heat Island Reduction Ordinance

AGENCIES WORKED WITH

City of San Francisco	Los Angeles County
City of Berkeley	Alameda County
City of Oakland	Clackamas County
City of San Jose	San Bernardino County
City of Redwood City	Riverside County
City of Riverside	Los Angeles County
City of Milwaukie	Alameda County
City of Portland	Clackamas County
City of Santa Monica	San Bernardino County
City of Los Angeles	Riverside County
City of Palo Alto	Sonoma County
City of Palm Springs	
City of Palm Desert	Bay Area Council
City of Rancho Mirage	Oregon Metro
City of Desert Hot Springs	SunLine Transit
City of Des Moines	
City of Dallas	City of Richmond Hill
City of Cincinnati	City of Vancouver
City of Cleveland	City of Calgary

Business Council for Climate Change
 Los Angeles County Internal Agency Department
 San Francisco Department of Public Works
 San Francisco Department of the Environment
 Portland Bureau of Planning & Sustainability

Association of Bay Area Governments (ABAG)
 Coachella Valley Association of Governments (CVAG)
 So. California Association of Governments (SCAG)
 Western Riverside Council of Governments (WRCOG)

POLICY APPOINTMENTS & ROLES

City of Milwaukie, Oregon 2018–P
 Climate Action Commission

Appointed to this 14 member panel by Mayor to develop plan to achieve carbon neutrality by 2035.

City of Palm Desert, California 2011–2015
 Sustainability Commissioner

Appointed to this 9 member panel by Mayor for five year term for municipality in Riverside County with 50,000 residents.

Key Achievements:

- Raised construction waste requirements to **85%**; pushed recycling rates over **72%**; reduced parking requirements by **40%**
- Authored and led successful Plastic Bag Waste Reduction Policy, saving city over **\$100,000** and **25M** plastic bags a year

US Green Building Council, Inland Empire 2009–2014
 Chair, Coachella Valley Branch

Board member of one of 8 California chapters with 1000 members covering 60 cities.

Key Achievements:

- Grew branch membership **500%** and mailing list **1000%** in a conservative region with 400,000 people
- Authored **City Sustainability Dashboard** and presented it to the 9 City Councils for adoption, resulting in Valley-wide roadmap
- Produced **36** events a year (3 a month) for over **2000** attendees
- Partnered with local Association of Governments (CVAG, SCAG & WRCOG) to develop dozens of new initiatives and programs

City of San Francisco 2005–2008
 Mayor's Green Building Task Force

Appointed under Mayor Gavin Newsom, I helped launch the initial Green Building Pilot Program, the Priority Permitting Pilot, and the Construction Waste Reduction Program.

PAST ARCHITECTURE POSITIONS

Boniface + Associates Santa Fe 1996–1997
 Associate

- Dozens of high-end residential projects over **\$1 million**

Agoos / Lovera Architects Philadelphia 1995–1996
 Staff Architect / Computer Administrator

- Schools & transportation projects with budgets of up to **\$30 million**

Architecture Research Institute New York 1993–1995
 Assistant Architect

- Worked under Beverly Willis to design **two award winning high schools**

Charles E. Broudy & Associates Philadelphia 1992–1994
 Project Manager / CAD Administrator

2

TED^x
Talks

50

States
Lectured In

7

Countries
Lectured In

1.3m

Video Views

7m

Reach of
Policies Enacted

LECTURED IN ALL 50 STATES & 7 COUNTRIES;
TO OVER 10,000+ STUDENTS AT 50+ UNIVERSITIES

VISITING CRITIC AT THESE SCHOOLS

Arizona State University	Stanford University
Ball State University	Temple University
Cal Poly San Luis Obispo	UC Berkeley
California College of the Arts	UC Davis
CalPoly Pomona	UCLA
City College of San Francisco	UC Riverside
Columbia University	UC San Francisco
Florida Atlantic University	UC Santa Cruz
Harvard Graduate School of Design	University of Miami
New School of Architecture & Design	University of Miami
Philadelphia College of Textiles & Science	University of New Mexico
Portland State University	University of Oklahoma
RISD	University of Oregon
SCAD	University of Pennsylvania
Seattle University	University of San Francisco
Southern California Institute of Architecture	University of Southern California
	University of Wisconsin-Milwaukee
	Washington University St. Louis
	Woodbury University

AUTHORED PAPERS FOR

Natural Home Magazine	Dwell
SFDC Magazine	Western Interiors & Design Magazine
Metropolitan Home Magazine	Sunset
Environmental Design + Construction (ED+C)	Builder and Developer Magazine
Kitchen & Bath Business	Money Magazine
Luxe Magazine	Forbes
Next American City	EcoStructure
Inhabitat	Sustainability

5 BOOKS EDITED

Material Change
Eve Blossom, Metropolis, 2011



Social Entrepreneurship For Dummies
Mark Durieux & Robert Stebbins
John Wiley & Sons, 2010



Invisible Images
Beverly Willis
National Building Museum, 1997



+ 2 MORE & AUTHOR OF 12 BOOKS

TEACHING POSITIONS



Boston 2011-P

Sustainable Design Masters Program

Courses Taught:

- Sustainable Design Capstone (Graduate Level)



Palm Desert 2010-2015

Osher Program

Courses Taught:

- History of Organic Architecture
- History of Modern Architecture
- Sacred Geometry: Nature's Design Process
- Greening Your Home



Riverside 2009-2011

Environment & Sustainability Extension Program

Courses Taught:

- LEED Project Management
- Green Building Studio



San Francisco 2005-2011

Sustainable Design Certificate Extension Program

In 2005, Eric co-developed this Class B Certificate Program designed for non-design students with 150 students typically going through the program at any time. His students won several national competitions.

Courses Taught:

- Practical Applications of Sustainable Design (Core Course)
- Organic Architecture: Nature's Design Process
- LEED Project Management
- Emerging Trends Design Studio



San Francisco 2002-2012

Architecture & Interior Architecture Programs

In 2002, Eric developed the Sustainable Design curriculum for Academy of Art University, an NAAB Accredited Program with approximately 300 undergrad and graduate students. In addition, he served as Thesis Advisor to Graduate Students.

Courses Taught:

- Introduction to Sustainable Design
- Green Design Studio (Graduate Level)
- Thesis Advisor (Graduate Level)

RESEARCH TOPICS

Passive Solar Design	Synthetic Biology + Materials
Mass Timber	Prefabrication
Embodied Carbon	Automation
Public Interest Design	3D Printing
Health / Wellness / IAQ	CNC Milling

1475

Students Taught

20

Years Teaching

130

Articles Authored