

Julie Brashears Wraithmell

Professional Summary

Seasoned conservation professional with 26 years' experience in both public and nonprofit sectors in Florida, leading teams to yield durable conservation results informed by strong science. Skilled in policy analysis, program design and management, campaign strategy, lobbying and grassroots organizing. Sophisticated communicator of scientific and policy concepts in relatable, compelling language. Successful fundraiser from government grants, foundations, and individuals.

Highlights

- Created Great Florida Birding Trail, a 510-site statewide amenity with collateral materials for birding tourists
- Appointed by Governor Charlie Crist to Florida Climate Change Adaptation Technical Advisory Group (2008)
- Appointed by DEP Secretary Mike Sole to Coastal Habitat Conservation Plan Steering Committee (2009)
- Secured more than \$12M in Gulf Restoration funding to support Audubon's coastal bird conservation efforts
- Recognized by National Audubon for leadership in response to the Deepwater Horizon tragedy (2011)
- Recipient of 2014 Charles H. Callison Award, National Audubon Society's highest staff honor
- Named one of the Miami Herald/El Nuevo Herald's 40 Florida Influencers in 2018, 2019 and 2020.

Work Experience

Audubon Florida

September 2005 to present

Executive Director

May 2018 to present

Tallahassee, FL

Interim Executive Director

November 2017 to May 2018

Tallahassee, FL

Responsible for smooth operation of statewide organization of nearly 100 staff, \$13 million annual budget, multiple centers, 45 chapters and state board, as well as continued oversight of Audubon Florida's coastal and science programs. Key tasks include leadership team supervision, major gift donor cultivation, foundation and government grant management, policy analysis and position determination, lobbying the state legislature to advance organizational priorities, and working with traditional and new media to advance our mission.

Deputy Executive Director

March 2016 to November 2017

Tallahassee, FL

Promoted to provide strategic leadership of science operations for state office, integrating science with policy and functioning as liaison to NAS teams on strategic priorities. Responsible for fundraising for and implementing ~\$2M annual coastal bird conservation program statewide, as well as leading advocacy on Gulf Restoration, wildlife policy, and conservation land acquisition and management. Coordinated statewide annual conference, the Audubon Assembly, and worked closely with news media to advance our mission.

Director of Wildlife Policy

December 2010 to March 2016

Tallahassee, FL

Promoted to build Audubon's wildlife policy advocacy and expand Audubon Florida's coastal bird conservation program statewide. Continued to lobby legislature, state and federal agencies, and helped pass the RESTORE Act. Secured more than \$6M in Gulf Restoration funding to support coastal bird conservation in Florida, and developed or grew existing funding relationships with NFWF, Mosaic, Rayonier, Batchelor Foundation, Jessie Ball DuPont Fund, FPL, Gulf Power, Duke Energy, Publix and the Schumann Foundation.

Conservation Policy Associate

September 2005 to December 2010

Tallahassee, FL

Hired to coordinate Audubon Florida's grassroots organizing and online advocacy center communications, as well as the organization's grassroots communications. Lobbied state legislature, county and city governments, and state and federal agencies on wildlife policy, Everglades restoration, land acquisition and management, climate change, growth management and transportation, water policy and appropriations. Opened Audubon's first office in Northeast Florida and led Audubon's Deepwater Horizon response in Florida.

Florida Fish & Wildlife Conservation Commission**November 1997- September 2005****Coordinator, Wildlife Viewing Section** July 2004 to September 2005

Tallahassee, FL

Biological Admin 1 responsible for coordination of all wildlife viewing projects for the State of Florida's wildlife conservation agency, including oversight of the Great Florida Birding Trail, Wings Over Florida and Bird Detective programs. Development of new programs serving lepidopterists as well as materials on responsible ecotour operation. Managed budget of \$1.5 million from various funding sources and supervised a staff of 3.

Great Florida Birding Trail Coordinator July 1999 to July 2004

Tallahassee, FL

Biological Scientist IV responsible for the development and implementation of a bird conservation and rural economic development program, The Great Florida Birding Trail. Developed site criteria, solicited nominations and assessed applications through site visits to determine the quality of habitat, bird populations, sustainability and user-friendliness. Created free guide to these birdwatching sites and marketed the program such that more than 100,000 requests were generated in the program's first year, from all fifty states and seven foreign countries. Stimulated media interest in the program, resulting in features in the *Wall Street Journal*, *Birding*, *Audubon*, *WildBird*, *Birdwatchers Digest*, and *Smithsonian* as well as many foreign language publications. Secured grants in excess of \$2 million over a three-year period, successfully solicited corporate support and established marketing/merchandising to move the program towards self-sufficiency.

Regional Nongame Education Specialist

November 1997 to July 1999

Lakeland, FL

Biological Scientist II responsible for mitigating human-wildlife conflicts through education, awareness and conflict resolution. In this capacity, created informational exhibits; gave presentations of Florida's birdlife and birdwatching; coordinated a birding festival and spearheaded an initiative on shorebird and waterbird disturbance issues. Was solely responsible for all programs in an eighteen county area.

North Carolina Museum of Life and Science

June 1997 to November 1997

Director, Outreach Education

Durham, NC

Avian Veterinary Services

Sept. 1996-Mar. 1997, May -June 1997

Veterinary assistant, aviary specialist

Durham, NC

Duke University Zoology Department

August 1996 to May 1997

Teaching Assistant, 2 sections, Bio 23

Durham, NC

Duke Action Science Camp for Young Women

June-July 1995 & 1996

Instructor and Aquarist

Emerald Isle & Durham, NC

Xenotransplantation Lab, Duke Medical Center

May-June 1994/96, Jan.-June 1995

Assistant Researcher, Protein/antibody ID technician

Durham, NC

Orlando Science Center

May- August 1993/94, Dec. 1993

Programming Associate

Orlando, FL

Education

Duke University, Durham, North Carolina

BS, Biology, May 1996

Florida State University, Tallahassee, Florida

MS, August 2006

Pertinent coursework: Introductory and advanced GIS, environmentally sensitive lands assessment, Everglades restoration, planning dispute resolution, local land use regulation, property rights law, applied statistics.

Columbia Business School, New York, New York

September 2019

Executive Education, High Impact Leadership

Volunteer Service

Board member, Florida Ornithological Society (2006-2008)

Board member, Apalachee Audubon Society (2007-2008)

President, Apalachee Audubon Society (2010-2012)

Girl Scout Troop 101 Tallahassee, Leader (2014-2018)

President, Florida Audubon Society (2017-present)