

Henry Pontarelli brings over 20 years of business management and economic experience to the firm. Henry managed distribution networks in Latin America for Anixter Brothers, a \$2.5 billion distributor of wiring system products, Newell International, a \$2.5 billion manufacturing group, and Brown Dreyfuss International, an export marketing company in New York City. His experience also includes eight years with BioMed Plus, a Miami-based distributor of plasma derivatives. Henry created business plans and industry-scale economic analyses at each of these firms. Through this work, Henry developed extensive strategic planning skills with an "industry-scale" perspective, as well as, solid experience choosing and training distributor-partners and managing distribution networks.

At LWC, Henry focuses on economic analysis, strategic planning, and the community consensus process. Henry was the Project Director for the Morro Bay/Port San Luis Commercial Fisheries Business Plan, the San Diego Commercial Fisheries Revitalization Plan, and an Economic Development Strategy for Marine Users in Moss Landing. The projects are seen as groundbreaking in uniting diverse stakeholders to address economic resilience and working waterfront issues.

The San Diego project brought seven firms together to address planning, civil engineering, circulation and parking, landscape architecture, marine structural engineering, geotechnical engineering, architecture, and environmental impacts. LWC was the lead firm and focused on industry analysis, market research, and financial models. The work culminated in an implementation plan that identified funding sources, prioritized actions, and set budgets and metrics for success. The plan and recommended strategies were approved unanimously by the San Diego Board of Port Commissioners in December of 2010.

Henry was the project manager for an economic analysis of an Agricultural Cluster Ordinance change for the County of San Luis Obispo and an economic impact analysis for the County of Tuolumne, and oversaw a sustainable fisheries monitoring and management for The Nature Conservancy. Henry was also responsible for economic analysis of proposed economic impacts of land use policy change in Tuolumne County and San Luis Obispo County. Henry is currently managing a NMFS funded economic and industry analysis of the West Coast Commercial albacore fishery.

## Selected Projects

- Morro Bay / Port San Luis Commercial Fisheries Business Plan
- San Diego Commercial Fisheries Revitalization Plan
- The Nature Conservancy Central Coast Groundfish Project
- Port of Long Beach Economic Benefit / Dis Benefit Analysis of Proposed Facility Upgrade
- Moss Landing Marine User Economic Development Strategy
- Big Oak Flat Village Economic Analysis, Tuolumne County
- San Luis Obispo County Agricultural Cluster Ordinance Economic Analysis
- West Coast US Commercial Albacore Industry Economic Analysis
- NOAA Catch Monitoring Plans, Morro Bay, San Francisco
- Consumptive Uses and Socioeconomic Considerations, South Coast MLPA EIR

## EXPERIENCE

### **BioMed Plus, Inc.**

Anaheim, CA, Territory Manager

### **Browne Dreyfus International, Ltd.**

New York, NY, Director of Sales

### **Newell International/The Newell Group**

Chicago, IL, Area Sales Manager, Latin America

### **Anixter International Inc.**

Chicago, IL, Sales Representative

## EDUCATION

### **DePaul University**

Chicago, IL, B.S. Commerce, Majoring in Economics and Marketing

## CERTIFICATIONS AND MEMBERSHIPS

### **Morro Coast Audubon Society**

President, 2004 - 2007

### **Marine Interest Group Advisory Council**

Member, San Luis Obispo County, 2004 - 2009

### **San Luis Obispo Science and Ecosystem Alliance (SLOSEA)**

Chair Member, since 2007

### **Morro Bay Winter Loon Survey**

Project Manager, 2004 - 2007