

# ROSEMARY OSTFELD, PHD

rosemaryostfeld@gmail.com

(860) 754-6476

## EDUCATION

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### UNIVERSITY OF CAMBRIDGE

UNITED KINGDOM

#### PhD, Land Economy

2017

#### MPhil, Environmental Policy

- PhD Thesis: The impact of the Roundtable on Sustainable Palm Oil on environmental sustainability in the palm oil industry
- MPhil Dissertation: Global and national biomass resource availability for biofuel production
- Cambridge Trust Scholarship, Hughes Hall Bursary, Santander Bursary, Ospreys Bursary

### WESLEYAN UNIVERSITY

CONNECTICUT

#### MA, Earth and Environmental Sciences

2011

#### BA, Biology; Earth and Environmental Sciences

#### Certificate in Environmental Studies

- MA Thesis: Bedform formation in the Glastonbury Meanders of the Connecticut River
- New England Regional Council of Carpenters Scholarship, Mellon Environmental Studies Fellowship

### UNIVERSITY CENTRE OF THE WEST FJORDS

ICELAND

- Graduate coursework on coastal and marine management

2010

### SCHOOL FOR RENEWABLE ENERGY SCIENCE

ICELAND

- Studied renewable energy and natural resource economics in Iceland

2008

## EXPERIENCE

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### SUSTAINABLE PLANET (DBA HEALTHY PLANEAT)

CONNECTICUT

#### Founder and CEO

2018 – Present

- Created an online marketplace where farmers committed to sustainable growing practices and food artisans can sell food directly to local customers
- Chamber of Commerce of Eastern Connecticut Industry Innovator of the Year, Special Merit Award recipient by the CT River Coastal Conservation District, a Certificate of Appreciation by the local Future Farmers of America, featured in CT Magazine's 40 Under 40

### WESLEYAN UNIVERSITY

CONNECTICUT

### COLLEGE OF THE ENVIRONMENT & CENTER FOR SOCIAL ENTREPRENEURSHIP

#### Visiting Assistant Professor

2018 – Present

- Teaches E&ES 197 Intro to Environmental Studies; ENVS 282 Sustainable Agriculture and Food Systems; ENVS 344: Renewable Energy; ENVS 125 Community Gardening in partnership with the UConn Master Gardener program; CSPL 239 Startup Incubator
- Organized guest talks and field trips with the CT Department of Agriculture Commissioner, CT League of Conservation Voters, CT Sierra Club and others for environmental courses
- Collaborates with reSET Social Enterprise Trust, the Middlesex Chamber of Commerce, SCORE, Wesleyan alumni, and community mentors for the Startup Incubator course

### FREELANCE CONSULTANT

2015 – Present

- Served as an Innovation Consultant for the Chamber of Commerce of Eastern CT
- Conducted research and contributed to reports for the Cambridge Institute for Sustainability Leadership (CISL), Carbon Disclosure Project, and Luc Hoffman Institute (part of the WWF)
- Recruited signatories for the COP 21 Paris Pledge for Action on behalf of CISL

**UNIVERSITY OF CAMBRIDGE – JUDGE BUSINESS SCHOOL** UNITED KINGDOM  
**Postdoctoral Researcher** 2017

- Completed focus groups and citizens' juries with Ipsos MORI on climate policy, energy, and low-carbon solutions in Scotland as a member of the Energy Policy Research Group
- Completed focus groups in the US and UK on healthy and sustainable diets

**UNIVERSITY OF CAMBRIDGE – LAND ECONOMY DEPARTMENT** UNITED KINGDOM  
**Doctoral Researcher** 2013 – 2017

- Administered a survey with YouGov on palm oil and eco-label recognition
- Interviewed consumer goods manufacturers and retailers on palm oil sourcing
- Compared land cover change in certified and non-certified oil palm plantations
- Received a grant from National Geographic to create a website on palm oil production
- Research findings featured in news outlets including the BBC, AAAS and others

**PRIMUS GREEN ENERGY** NEW JERSEY  
**Marketing Manager** 2012

- Performed research for the CEO and VP of Business Development, created slides for investor presentations, and wrote parts of the company business plan
- Planned the demonstration plant dedication ceremony, and developed social media and communications material with Antenna Group public relations firm

**CE2 CAPITAL PARTNERS** CALIFORNIA  
**Intern** 2012

- Researched carbon offset projects for California's emissions cap-and-trade program

**THE GREEN PATENT BLOG** CALIFORNIA  
**Contributor** 2012

- Analyzed emerging clean technology patents and wrote articles for the Green Patent Blog

**WHITE GATE FARM** CONNECTICUT  
**Farmhand** 2007

- Worked on an organic farm in my hometown

## **PUBLICATIONS**

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- **Ostfeld, R.** and Reiner, D. Public views of Scotland's path to decarbonization. 2020. Energy Policy. 140: 111332. DOI: 10.1016/j.enpol.2020.111332
- **Ostfeld, R.**, Howarth, D., Reiner, D., and Pawel, K. 2019. Peeling back the label – Exploring sustainable palm oil ecolabelling and consumption in the United Kingdom. Environmental Research Letters. 14(1): 014001. DOI: 10.1088/1748-9326/aaf0e4
- **Ostfeld, R.** and Agüeros-Macario, N. 2017. Briefing: Future of Europe's Industry. Introduction to the industrial strategy debate for business. University of Cambridge Institute for Sustainability Leadership (CISL) – The Prince of Wales's Corporate Leaders Group.
- Carbon Disclosure Project (CDP). 2016. Embedding a carbon price into business strategy.

## **SCIENCE MEDIA**

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- BBC Radio 4. 2019. You and Yours. February 11, 2019. (Interviewed).
- Eat Like The World Depends On It. 2018. Thomson Reuters Foundation and Barilla Center for Food and Nutrition Food Sustainability Media Award Finalist. (Filmmaker).
- National Geographic Learning. 2018. Paying the Price for Palm Oil. Panorama Science.