

PAUL STUART ARINAGA

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EDUCATION

London Business School, London, UNITED KINGDOM.
Awarded MBA in May 1995.

**The Paul H. Nitze School of Advanced International Studies,
The Johns Hopkins University**, Washington, D.C., USA.
Awarded MA in International Political-Economy and Asian Studies in August 1989.

International Christian University, Tokyo, JAPAN.
Awarded Rotary Scholarship. Completed Japanese language program in April 1987.

Wesleyan University, Middletown, Connecticut, USA.
BA double major in History and Asian Studies, June 1985.

EXPERIENCE

2018-present

May 2018-present

Grow Good, LLC, Honolulu, Hawaii, USA.

Fundraising Consultant

- Assist nonprofits in the environmental, social services and food & agriculture sectors.
- Develop fundraising strategies and identify funding sources.
- Write, revise and submit grant proposals and grant reports.

April 2018-present

Hawaii Forest Institute, O'okala Hawaii, USA.

Fundraising and Communication Consultant

- Determine fundraising strategy; seek monetary support for HFI through a variety of avenues such as creative partnerships, mail solicitations, social media, fundraising events, presentations to community groups, etc.
- Research and pursue grant funding and administer grant funds.
- Create and maintain donor database using donor software.

- Represent HFI and the Hawaii Forest Industry Association (HFIA) at community outreach events.
- Improve HFI communication material to make it more compelling to potential donors.
- Develop innovative new programs and obtain funding for them.

November 2018-present

Genki Ala Wai Project (Hawaii Exemplary State Foundation), Honolulu, Hawaii, USA

Project Manager and Community Liaison

- Project goal is to test the efficacy and cost-effectiveness of cleaning the Ala Wai Canal using Effective Microorganisms (bio-remediation technology).
- Manage and steer the overall project including goals, resources, budget and timeline.
- Identify potential sources of funding and write grants and implement campaigns to raise funding.
- Promote the vision and present the project to community groups.
- Execute public relations campaigns and liaise with media contacts.
- Build and maintain website and data portal.

2016-2017

October 2016-December 2017

Friends with Farms Agricultural Cooperative, Waimanalo, Hawaii, USA.

General Manager

- Wrote grant proposal and raised \$249,121 in funding from the US Department of Agriculture's 2016 Farmers' Market Promotion Program (FMPP).
- Negotiated acquisition of 230-member Holoholo General Store Community Supported Agriculture (CSA) business.
- Integrated CSA operation into existing Friends with Farms business.
- Determined strategy in consultation with President and board of directors. Developed business plan.
- Implemented business processes, procedures and systems.
- Hired and managed professional staff.
- Devised and implemented marketing strategy.
- Developed new distribution channels and relationships with buyers and alliance partners. Acquired new CSA customer organizations.
- Set up, maintained and monitored purchasing relationships with farm suppliers island-wide and on the Big Island.

- Established system and facilitated increased production and supply by co-op members for CSA and farmers' market.
- Managed stakeholder relationships and public relations.
- Determined, managed and monitored budgets and KPIs.
- Reported to board of directors and liaised with members.

2016-2017
October 2016-July 2017

Farm Link Hawaii, Waialua, Hawaii, USA.
Project Manager

- Wrote grant proposal and raised \$498,812 in funding from the US Department of Agriculture's 2016 Local Food Promotion Program (LFPP) for development of a Production Planning and Marketplace web platform for farmers and buyers.
- Assembled financial pro-forma information for \$65,000 loan/grant from Ulupono Foundation to acquire a refrigerated delivery truck.
- Contributed to product planning and development of supply-demand matching functionality extension to existing Farm Link platform.
- Developed marketing materials and conducted sales calls to potential wholesale buyers.

2003-2016
November 2003-September 2016

Red Phoenix Agency, Brussels, Belgium.
Managing Director / Head of Strategy

- Provided advice to clients on market positioning and communication strategy.
- Managed client and partner relationships.
- Researched, wrote and designed communication material for a diverse range of clients such as Kodak Imaging, the European Scientific Working Group on Influenza, Toyota, and the European Commission (Research, Health and Consumer Protection, Economics and Finance Directorates-General and the European Union Agency for Network and Information Security).
- Specialist in communicating the policy implications of technical subjects or the commercial benefits of technologies to non-specialist audiences.

2014-2015
January 2014-June 2015

Webster University, St. Louis, Missouri, USA.
Course Developer, School of Education.

- Designed and developed curriculum for an online course on efficient and effective presentations to be offered in the Spring term, based on co-authored book *The Smart*

Presenter: Double your Impact and Halve Your Preparation Time.

2007

January-December 2007

Qwentes (web communication agency), Brussels, Belgium
Senior Editor / Consultant

- Managed client relationships and delivery of products.
- Researched and wrote web copy, brochures, articles and other content for the European Commission.
- Designed information architecture and usability of websites.
- Conducted evaluations from a marketing communications perspective of EU-funded promotional programs.

2003

September-December 2003

Boston University, Brussels, Belgium.
Adjunct Professor

- Designed original curriculum and taught graduate-level course in Information Management.

2002-2003

May 2002-June 2003

Metabolic Syndrome X Project, Honolulu, Hawaii, USA.
Co-investigator

Co-authored grant proposal and raised \$284,000 in funding.

Mele Associates, Honolulu, Hawaii, USA.

Project Manager, Managed software projects for the Pacific Telehealth & Technology Hui, a joint venture between the Department of Defense and the Department of Veterans Affairs.

- Managed deployment of enterprise Healthcare Information System at 200-bed acute care hospital.
- Led open source software development project to port VistA enterprise healthcare information system to an open source platform.

2001-2002

October 2001-March 2002

Webster University, The Netherlands.

Adjunct Professor of Economics, Executive Masters in Business Administration (EMBA) Program.

- Designed case-based curriculum and taught courses in Managerial Economics.
- Top-rated as professor and facilitator (based on formal student feedback).

1995-2001

October 1998-October 2001

Philips Medical Systems, Best, The Netherlands.

Business Manager, Radiology Information Systems, Integrated Clinical Solutions (ICS).

- Led multi-disciplinary, international team to develop next-generation Radiology Image & Information Management System (RIIMS).
- Re-motivated members of Radiology Information System Group by providing a clear vision, effective leadership and individual coaching.
- Regained trust of disgruntled customers and sales organizations in Europe, and evangelized new product vision and strategy.
- Co-founded and managed Radiology Image and Information Management System (RIIMS) user group.
- Re-structured and made transparent loss-making deals.
- Streamlined requirements management process.

July 1997-September 1998

Business Development Manager, European Sales and Service Region, ICS.

- Focused sales resources on key accounts; introduced account teams and contract management.
- Supported director in the exploration of potential partnerships in the IT field.

May 1996-June 1997

Senior Sales Engineer, Project Support Office, ICS.

- Made sales calls together with field sales staff and provided technical sales and bid support (Philips).

September 1995-April 1996

Website Project Manager

- Managed major re-design, addition of new content and other improvements in company website.

1990-1993

June 1992-June 1993

Microsoft Corporation, Tokyo, JAPAN.

Senior Market Research Analyst

- Designed and co-ordinated market research for products including Windows 3.0, Windows 3.1-β (usability test) and Windows for Workgroups (product feasibility and positioning).

January 1990-May 1992

Windows Evangelist / Windows Product Marketing Manager

- Helped formulate new, retail strategy that resulted in dramatic improvement in Windows market share in Japan along with successful introduction of Windows 3.1.
- Promoted the Japanese market and Japanese Windows to non-Japanese software vendors at Comdex and other venues and acted as a consultant on market and localization issues.

- Produced and co-ordinated development of Japanese components of the Far East Software Developers' Kit.

PUBLICATIONS

Author of: *Sales Forecasting for Busy People: 16 Easy and Effective Forecasting Techniques*, *The SmartPresenter: Double your Impact and Halve Your Preparation Time*, and *Heart Matters: Survive, Thrive and Learn from Your Heart Surgery*

COMPUTER SKILLS

Word, Excel, PowerPoint, Access, FileMaker, Project, FrontPage, HTML, WordPress.

COURSES & CERTIFICATIONS

Graduate of GoFarm Hawaii Ag School.
Advanced Toastmaster, Toastmasters International (public speaking).
The Thomas H. Leonard School of Coaching, Coachville (professional coach training).
Nitro Marketing (web marketing mentoring program).

LANGUAGES

Japanese: fluent; Dutch: fluent; French: advanced.

PERSONAL

Hobbies & Interests: environmental issues/sustainability, writing, mountaineering, rock climbing, trekking, hiking, cycling (finisher 180 km. Dick Evans Memorial Bike Race), swimming, vegetable gardening, guitar, ukulele, composing.