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RESUME FOR : **LAWRIE E. JORDAN III**

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EDUCATION

1973 - 1975 **Harvard University**, Graduate School of Design
- Master of Landscape Architecture (MLA)
- National Science Foundation research assistant

1968 - 1973 **University of Georgia**, School of Environmental Design
- Bachelor of Landscape Architecture (BLA), with Honors
- Elected to Student Senate, Honors program, UGA Leadership Board
- Student Leadership Camp and Camp Counsellor (Rock Eagle)
- American Society of Landscape Architects (ASLA) merit award.
- Recipient of Garden Club Scholarship.

PROFESSIONAL EXPERIENCE

2022 – Present : Serving as **Visiting Faculty member**, University of Georgia College of Environment + Design

2014 – Present : Serving as **Principal Investigator and Co-Chair**, Environmental Systems Research Institute (**Esri,Inc.**) Higher Education Working Group

- Established and continues to facilitate regular meetings of world’s leading educators, research scientists, and industry thought leaders across top universities, corporations, and science centers globally who are engaged in environmental applications and pioneering developments involving GIS, GeoDesign, Remote Sensing Imagery, and AI.

2022 – Present : **Savannah River Keeper - senior leader and Upper Basin Specialist**

- Established and leads the SRK team to implement a GIS system for the entire 10,000 square miles of the Savannah River watershed. The mission is to protect and defend this critical resource and address emerging threats related to water quality, water shortages, impacts associated with the explosive growth in size and quantity of AI Data Centers, rare earth minerals mining, large scale battery plants, and lead contamination, among other challenges.

2008 – 2021 (13 years) : Esri Corporate Director, Imagery and Remote Sensing

- Served as Corporate Director of Esri, world's leading GIS and environmental analysis software company with over 5,500 employees and more than 40% of global market share. Jordan was responsible for Esri's vision and strategic direction for integrating all forms of imagery and remote sensing within the GIS enterprise, including environmental, civil, business, and defense and intelligence applications.

This directly contributed to and continues to leverage and drive substantial growth across multiple Esri business sectors and is now one of Esri's fastest growing and top income producing sectors.

- Served as Special Assistant to Jack Dangermond, Landscape Architect, Founder and President of Esri.
- Helped establish and lead a large multi-disciplinary and cross-sector Imagery team to ensure thorough integration of GIS and remote sensing technologies throughout the Esri platform.
- Established and developed Esri's original corporate policies, procedures, FAA legal compliance, and risk-reduction safeguards for Esri's Drone program.
- Delivered hundreds of Keynote, Plenary, Distinguished Guest of Honor, and Panel Chair speeches and presentations globally in more than 70 countries.

1978 – 2001 (23 years) ERDAS, Inc., President and Co-Founding Partner, with Mr. Bruce Rado

- Managed consulting and systems development for Fortune 500 Clients, Federal, State, and Local projects, and NGO groups. This consisted of hundreds of consulting projects, and a diverse client organization mix. A partial list of domestic clients includes US EPA, BLM, USFS/USDA, USGS/DOI, NASA, NGA, DIA, U.S. Special Operations Command (SOCOM), various other US Intel Community Agencies, Army COE, Adirondak Park Agency, Georgia DNR, and many others.
- Had overall responsibility for motivating, inspiring, and retaining an international workforce of over 610 employees across 5 domestic and 37 international offices.
- Developed structure and procedures used in design, testing and implementation of ERDAS Software products.
- Was responsible for long-range corporate plans.
- Actively participated in ERDAS client interactions.
- Personally wrote numerous successful proposals in response to competitive-bid RFP's, resulting in the sale of thousands of software licenses and millions of dollars in revenue, and establishing ERDAS as the image processing and imagery exploitation software package of choice across multiple industries, colleges, and government organizations globally.

ERDAS, a strategic business partner with Esri for over 20 years, was a recognized leader in integrating GIS and satellite imagery and remote sensing software, with over 105,000 software licenses active in more than 100 countries. Under the leadership of Jordan and Rado, the company was continuously profitable for over 20 years, with no venture capital and no debt. It was acquired by Leica Geosystems in 2001.

Recently, an extensive archive of ERDAS articles, presentations, newsletters, and other historical documents was donated to the UGA Hargrett Digital Library Special Collections, where portions of it are now online.

1977 – 1979 Georgia Institute of Technology, GTRI Research Faculty, Engineering Experiment Station, Atlanta, GA

- Assisted with completing the vegetation mapping and GIS land cover analysis of the entire state of Georgia (approximately 59,000 sq. mi.) using Landsat satellite digital data, in collaboration with NASA, Ga. Dept. of Natural Resources and Mr. Bruce Rado. Project deliverables included digital land cover/land use summaries for all of Georgia's 159 counties and all 198 of the state's Water Quality Management Units (WQMU's) for the Ga. DNR.

This pioneering project was not only the State of Georgia's first GIS System, it was also the first state wide satellite-based land cover mapping of its type ever to be created in the United States (20 years before Google and Google Earth existed).

- At the request of President Jimmy Carter, co-presented with Mr. Nick Faust the latest advancements in agricultural and environmental applications of the Landsat satellite data to the Vice-Premier of China.

1975 – 1977 Georgia Department of Natural Resources, Atlanta, Georgia

- Contributed to Landsat projects and assisted with the establishment of a state-wide Geographic Information System.
- Developed key elements of the state's proposal for the Solar Energy Research Institute (SERI) bid at the direction of Governor George Busbee.
- Worked collaboratively with multi-disciplinary team to do public outreach and citizen-science education on the values and vulnerabilities of Georgia's coastline with emphasis on protecting the salt marshes, barrier islands, and their key role in supporting the local shrimping industry.
- Served as an advisor on future direction for the Landsat Program for National Aeronautics and Space Administration, including the Jet Propulsion Laboratory in Pasadena, Goddard Spaceflight Center in Greenbelt, MD, NASA headquarters in Washington, D.C., and other organizations. Provided multiple congressional testimonies in support of Landsat Program continuity and funding on behalf of the Governor of Georgia.

RECOGNITIONS & SPECIAL ACTIVITIES

- Prior to co-founding ERDAS in 1978, Jordan, along with Mr. Bruce Rado, worked with the Georgia Department of Natural Resources to educate and inform the public, based on GIS and remote sensing technology, of the importance of protecting Georgia's remaining natural coastline and marshes from the emerging threats of indiscriminate development and strip mining. Teaming together with Dr. Fred Marlin and Dr. John Boseman of the Ga. DNR Marshlands Protection Division, these collective efforts and emerging technologies were successfully used by the Coastal Zone Management Program to protect these priceless and irreplaceable resources.

- Under Jordan's leadership for more than 20 years, his company, ERDAS Inc. received numerous recognitions and awards for applying remote sensing and GIS technology towards protecting and preserving the Earth's environment. Particular emphasis was placed on conservation of wilderness and wildlife habitat areas. Specific success stories included habitat protection for diverse species such as migratory waterfowl, Sumatran Tigers, Silverback Gorillas, Tropical Rainforest depletion monitoring and many others. Additional success stories included use of GIS and Imagery to support humanitarian relief to large refugee populations.
- Jordan was appointed by the U.S Secretary of Defense to serve on two blue-ribbon Defense Science Board panels which recommended and assisted in the successful digital transformation of the former paper map-based Defense Mapping Agency (DMA) into the National Imagery & Mapping Agency (NIMA), now the National Geospatial Intelligence Agency (NGA), the world's largest geospatial mapping and GIS / Imagery organization, with a digital-first architecture.
- Jordan delivered numerous testimonies to U.S. Congress, including the Senate Select Committee on Intelligence (SSCI), the House Permanent Select Committee on Intel (HPSCI), the Operational Landsat Program, along with many others.
- Provided numerous plenary keynote speeches at global remote sensing and environmental conferences, including authoring hundreds of thought leadership and visionary articles and interviews in professional journals worldwide. Jordan also co-authored an article with Harvard Prof. Carl Steinitz in the Sept. 1976 issue of Landscape Architecture Magazine.
- Honored to be inducted as a member of the European Academy of Sciences and Arts, Salzburg, Austria.
- Lead the team that designed, developed, and delivered directly to an active war zone a specialized Imagery / GIS system for situational awareness that played a key role in Operation Desert Storm (1991) and under U.N. authorization helped liberate and save the lives of thousands of innocent civilians in the region. This also helped avoid collateral damage and destruction of a large number of significant cultural and religious historic structures, shrines, and other artifacts throughout the region. Jordan personally accompanied the team to Riyadh, Saudi Arabia to help insure complete project success in support of the Allied Coalition. Project was funded by legislation sponsored by U.S. Senator Sam Nunn of Georgia.
- Recipient of U.S. Government Medal for Patriotism and outstanding service to the United States, including materials briefed directly to the President of the United States in the PDB. Medal was presented to Mr. Jordan by Cabinet Member of The United States Government (DCI).
- Invited by highest levels of United States Government to be guest lecturer for multiple presentations to a USG Intelligence Community program for Advanced Leadership Development, held at a specialized facility, Camp Peary, Va. ("The Farm"). Details are restricted.

- Co-sponsored a Student Aid Scholarship at Harvard University, and sponsor of the Lawrie Jordan Student Aid Scholarship in GIS and Remote Sensing at the University of Georgia CE+D.
- Named UGA CE+D Distinguished Alumni, and Owens 50 Recipient
- Served as a National Science Foundation Transportation Working Group member.
- Received the Geospatial World Leadership Award for Lifetime Achievement.
- Worked closely with Prof. Nick Faust of Ga. Tech to produce a highly realistic GIS / CAD-based 3D fly-through video of proposed Olympic venues as part of Atlanta Georgia's successful bid to win the 1996 Olympic Games.
- Through Esri, provided direct support to Jane Goodall and her pioneering efforts to protect chimpanzee habitats in the Gombe National Park region in Tanzania and other areas using GIS and remote sensing imagery.
- Developed and hosted multiple large Educators Summits for Imagery and Remote Sensing , attended by thousands of teachers and research scientists internationally ,at all levels, to further support the teaching and education of geospatial technologies within Higher Education.
- Hired CE+D graduate Dottie Myers and her firm to collaborate on landscape design and planting plans for Jordan's personal residence, which was subsequently featured in Better Homes and Gardens publications twice.
- As a student at Harvard, worked part time with Landscape Architecture firm John Wacker and Assoc. on site design of two major projects in the UAE (Abu Dhabi and Al Ain) for country's founding father and President, Sheik Zayed bin Sultan Al Nahyan. While at Wacker Firm, worked on other collaborative projects with noteworthy organizations including the Olmsted Firm (Brookline, Mass.), Sasaki, The Architects Collaborative, and others.
- As a student at Harvard, served as a research assistant to Professor Carl Steinitz on a large National Science Foundation project, and was part of the team that generated an annual report presentation which included what may be one of the first known color computer-generated GIS maps in 1974. Thanks to Prof. Steinitz's tireless work ethic, inspirational vision and motivation of his students, follow-on NSF funding was secured.
- As a student at UGA, worked part time with Professor John Waters (beloved former head of Historic Preservation at The School of Landscape Architecture, now CE+D) and the Garden Club to help save and restore the oldest house in Jordan's hometown of Athens, Ga. , the Church-Waddel-Brumby House (c.1820), and prevent its eminent demolition. Jordan designed some of the initial site plan features for its new location including a boxwood parterre garden. At the Garden Club's invitation, Jordan lived in the upper floor of the Brumby House while a student at UGA. The Brumby House now serves as a State Welcome Center and Museum.
- Honored to be invited by CE+D Dean Sonia Hirt to deliver the CE+D Graduation Convocation/Commencement Address in 2019.

ADDITIONAL STRENGTHS :

- Skilled at writing specific project and grant proposals, with high success rate in obtaining both initial funding as well as follow-on support.
- Excellent public speaking skills, with experience ranging from small groups to large major events (eg. Esri International User Conference Plenary – live audience of 16,000 +) , to addressing the United States Congress, both U.S. Senate and House of Representatives, including formal testimony on behalf of the Governor of Georgia.

FAMILY AND HEALTH

- Married to Catherine P. Jordan with two daughters and three grandchildren
- In excellent health, never smoked, enjoy music, favorite hobby is classic British sports cars and American muscle cars of the 1960's.

SECURITY CLEARANCE INFORMATION

Mr. Jordan has maintained a Compartmented Top Secret security clearance for more than 35 years, with Special Background Investigation (SBI), access at the TS/SCI level, including multiple compartments/code words. His background information is currently in both the DISS (formerly JPAS - DOD) and Scattered Castles (Intel Community) adjudication systems. Further information can be presented in the proper security environment.

Recipient of the Department of Defense James S. Cogswell Award, the U.S. Government's highest award for excellence in the Industrial Security Program.

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