Mitra Ardron

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OBJECTIVE: To support the scaling of clean technologies to significantly alleviate climate change, poverty and other environmental challenges.

FOCUS

As my skills and experience demonstrate, I work at the edge between Technology & Management in the areas of Sustainability & International Development. Mostly, these days, in a mentoring or consulting role

Business or Management

- 30+ years of management and entrepreneurial experience - at the company and project levels.
- Experienced at "commercialization" turning ideas into enterprises.
- Experienced at most aspects of business: business and financial planning, legal, capital raising, product development.
- Experienced at communicating between the business & sales team and the engineering team. Speaking to each in the language they understand.
- Have managed internationally distributed and cross-cultural teams.
- Experienced in renewable energy, international development, and cleantech sectors.
- 30+ years experience building social capital and community online and offline.
- Active mentor – including board member and judge on multiple competitions.
- Experience in evaluating projects and proposals for feasibility, and advising investors.
- Frequent public speaker.

Technical

- Familiarity with most technologies related to sustainability and renewable energy.
- Specific domain experience in PAYG, Solar, Distributed renewables, green materials, aquaponics.
- Ability to rapidly learn and understand new technologies.
- Standards committee experience (co-author of several Internet standards).
- Experience designing complex systems.
- Experienced at managing engineers, programmers, and all kinds of technologists.
- Co-author of two patents.
- Extensive knowledge of the internet since its early days.
- Current knowledge of decentralized and peer-to-peer internet technologies such as IPFS, GUN, Blockchain etc.

Sustainability and International Development

- Expert in sustainability, international development, and social entrepreneurship.

- Well connected in sustainability and development circles in Australia, UK and the US.
- Able to blend an understanding of the technical, business, and political aspects.
- Specialise in helping businesses navigate the competing requirements of sustainability, impact and bottom-line success.
- Co-authored submissions for Buckminster Fuller Challenge semi-finalists 2010 & 2011
- Advisory board member for Gaia University.

PROFESSIONAL EXPERIENCE | 2002-PRESENT

My career started bringing the Internet to sustainability & the international development in the UK, it then moved to business development on the Internet in the US, before moving to business development in sustainability in Australia, an international NGO and then a social-venture back in the US.

Folia Materials and Folia Water | 2017-present | Mentor and Board

Supporting Folia in their commercialization of an affordable anti-viral paper, and its application in particular to Water treatment, initially in Bangladesh, and to PPE and filtration. (foliamaterials.com, foliawater.com)

Internet Archive | 2017-2020 | Technical Lead for Decentralization

Working to bridge the information gap, to bring content to people and places where the internet is poor because of cost, speed or censorship. In particular using decentralized and peer-to-peer internet tools. Included developing the Internet Archive's decentralized UI, and tools for fully offline use.
(dweb.archive.org)

Lumeter Networks | 2013-2017 | Founder, CTO and CEO

Created the leading PAYG technology, developed hardware solutions, integrated them with the products of multiple manufacturers; designed, architected and developed the IT systems to support solar companies in developing. countries Sold the company to Mobisol in 2017
(www.lumeter.net)

Natural Innovation .org | 2010-present | Executive Director

Created a non-profit incubating high impact clean technology innovations for developing countries, this has included extensive time in the field, especially in India.
(www.naturalinnovation.org)

Urban Ecological Systems | 2009-present | Advisor

Mentored UES in commercialising an integrated urban aquaculture & horticulture technology. Included finding a strategic technology partner, and locating and securing their first sale, for a 4,000 sq meter, AUD$5m facility near Sydney. (www.urbanecologicalsystems.com)

Beyond Building Energy | 2007-2008 | General Manager and group CFO

Developed a community, solar photovoltaic, affordable purchase program and created a business and a team of 15 people, around it. The program transformed the solar industry in

Australia from a cottage industry to a volume supplier and installer, and had $20m in sales in its first eighteen months. (www.beyondbuildingenergy.com)

Zeoform (formerly Zelfo) | 2005-2009 | co-founder and director

Zeo had invented a technology to turn hemp, waste paper or other fibers into a natural plastic. I wrote the business plan, concluded the financing deal, and mentored both CEO's. (www.zeoform.com)

Natures Child Wholesale | 2004-2006 | co-founder

Created and managed the business side of a manufacturer and wholesaler of natural baby products; including sourcing organic, fair-trade cotton from India. (www.natureschild.com)

Papyrus Australia | 2003-2004 | Acting CEO

Papyrus developed technology to manufacturer paper from waste banana trees; I developed the concept into a business model & wrote the business plan & raised capital. Papyrus went public, and was listed on the ASX in April 2005. (www.papyrusaustralia.com.au)

Consultancy Clients

Alongside these major clients, I worked with numerous clients, in both paid and pro-bono rolls samples included:

IRE7CC: Technical & business advice on selection of cleantech investments for a startup VC fund.
Regenesis: advised on restructuring, and eventually on closing, their research farm.
Southern Cross University: Participant in an advisory group on regional development
ACE Byron: developed a community knowledge management program;
Greenleap: Participant in a think-tank on Climate Change adaptation in Australia

PROFESSIONAL EXPERIENCE | 1990-2002

Included roles as founder, or senior management at internet start-ups including:

NetDeva | 2002 | CTO

Managed outsourced development for an early social networking site, acquired by LinkedIn.

Flycode | 2000-2001 | CTO

Managed offshore development in India for Flycode, an early peer-to-peer video company.

iCulture | 1999 | acting CTO

Develop a technology strategy for a sustainability portal, spun out of Utne Reader.

Paragraph | 1996-97 | CTO(Networking)

Managed a team split between Russia and the US developing communications for shared 3D environments. Supported the business team in understanding the technologies capabilities to ensure successful marketing. Took a leading role in Paragraph's acquisition by SGI and managed the team during the transition process.

WorldMaker | 1995-96 | co-founder

Created a VRML tools & consulting company, & co-authored the VRML standard. Acquired by Paragraph.

Worlds Inc | 1994-95 | Chief architect

Led the team that created "Worlds Chat" the first internet-based shared 3D world

Other technical Consulting | 1994-97 | including:

- **Alexa** – architected a site-specific web crawler
- **IBM** – consultant on business strategy in 3D.
- **Sony** – consultant on their co-authoring and adoption of the VRML standard,
- **WAIS** – project leader in putting the first magazine publisher online. (CMP)

Pandora | 1989-94 | VP Engineering

Pandora (not the online music company) was a pioneer in early internet commercialisation projects, including:

- **Sovam** – first commercial internet service provider in Russia;
- **AOL** – created the first gateway between a major online service and the internet and scaled it to 10% of their traffic.
- Active involvement in authoring internet standards including HTTP, URL.

PROFESSIONAL EXPERIENCE | -1989

Prior to 1989 I was based in the UK, working on the adoption of the internet by non-profits, in particular sustainability, international development and human rights organisations.

Association for Progressive Communications | 1989 | co-founder & CTO

The APC is the international association for organisations providing communications and internet assistance for advocates and activists. I co-founded this and led the program that expanded it from two countries (US and UK) to seven (Canada, Australia, Brazil, Nicaragua, Sweden). In the process we built an infrastructure that was ahead of that available commercially at the time, and an organisation that has now lasted over thirty years and is active in 58 countries. (www.apc.org)

GreenNet | 1985-89 | founder & CEO

Founded a non-profit ISP, with a focus on clients in sustainability, included identifying and integrating appropriate technologies, advocating for the use of technology by the non-profit sector and co-founding an international body. (www.gn.apc.org)

EDUCATION

Masters in Computer Science from Cambridge University, England 1982.

INTERNATIONAL EXPERIENCE

Worked in many countries, including UK, US, Australia, India, Russia, Canada, Germany, Kenya, Portugal and visited many others for business or personal reasons. I hold British, US and Australian passports.

REFERENCES FOR MITRA ARDRON

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Jonathan Levine, founder and CEO, Folia Materials: +1-917-270-4014 jonathan@foliamaterials.com

David Wyatt – former chair of the board at Papyrus Australia (PPY.AX): +61-7-5598-5315 novogenesis@gmail.com

Brewster Kahle – founder of Internet Archive: Brewster@archive.org