

LAUREN JORDAN

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RESEARCH INTERESTS

Environmental Planning and Policy, Citizen Participation, Participatory Democracy, Comprehensive Planning, Land Use Planning, Resource Management

EDUCATION

- Ph.D.** Coastal Resources Management, December 2011 (expected)
Dissertation Title:
The Green Infrastructure Planning Process: Examining the Role of Knowledge in Coastal Maryland
East Carolina University – Greenville, North Carolina
- MBA** Business Administration, 2005
Rider University – Lawrenceville, New Jersey
- B.S.** Marketing, 2003
Rider University – Lawrenceville, New Jersey – Cum Laude

TEACHING EXPERIENCE

East Carolina University: Environmental Planning 2009
Rider University: Consumer Behavior 2005
Rider University: Business-to-Business Marketing 2004

PUBLICATIONS

Marcucci, D. J.; Brinkley, J. D.; Jordan, L. M. "A Case for Coastal Theory with Lessons from Planning Theory." *Coastal Management*. (accepted 08/2011)

Marcucci, Daniel J. and Lauren M. Jordan. "Overlaying State and County Green Infrastructure Planning with Regional Transportation Planning." Proceedings of Fábos Conference on Landscape and Greenway Planning 2010.

Marcucci, Daniel J., James D. Brinkley, Lauren M. Jordan. "Five Concepts in Planning Theory Useful to Coastal Management." Proceedings of the 22nd National Conference. The Coastal Society (2010).

Marcucci, D. J. & Jordan, L. M. (initial submission) "The Potential for Linking Green Infrastructure and Highway Planning in the United States: A Review of the Conflicts, Benefits, and Limitations." *Environmental Management*.

CONFERENCES & WORKSHOPS

2010 ACSP PhD Workshop – Georgia Institute of Technology – Atlanta, Georgia

Jordan, L. M. *The Green Infrastructure Planning Process: An Examination of Planning Efforts in Maryland and the Role of Knowledge Communities*, The 52nd Annual Association of Collegiate Schools of Planning Annual Conference, October 3-16, 2011, University of Utah, Salt Lake City.

Marcucci, D. J. & Jordan, L. M. (2010, October). "Overlaying State and County Green Infrastructure Planning with Regional Transportation Planning." Association of Collegiate Schools of Planning, Minneapolis, Minnesota

Marcucci, Daniel J. & Jordan L. M. (2010, July). "Connecting Green Infrastructure Planning with Transportation Planning." Fábos Conference on Landscape and Greenway Planning, Budapest, Hungary.

Marcucci, D. J. & Jordan, L. M. (2008, July). "Determining the Carbon Impacts of a Vehicular Bridge Project." Presented at ACSP/AESOP Fourth Joint Congress, Chicago, Illinois.

Attended ACSP Conference since 2008

PHD COURSEWORK

Social Sciences: Environmental Planning, GIS, Development Planning and the Environment, State and Local Environmental Policy, Research Design in Marine and Coastal Studies, Marine and Coastal Policy, Advanced Planning Theory, Coastal Management

Ecology: Landscape Ecology, Marine Community Ecology, Coastal Ecological Processes, Research Problems in Biology

Geology: Basic and Advanced Ground/Surface Water Hydrology, Geology of Coastal Processes, Geomorphology

ACADEMIC WORK EXPERIENCE

East Carolina University

Graduate Research Assistant – Mid – Currituck Bridge Project

- Prepare documents for Indirect and Cumulative Effects reports submitted to the North Carolina Department of Transportation as part of the Environmental Impact Assessment process
- Prepare responses to natural resource agency concerns and provide support for the North Carolina Turnpike Authority in preparation of public hearings

Rider University

Graduate Research Assistant – College of Continuing Studies

- Analyzed a high volume of enrollment reports for trends and demographics
- Reported results to the Dean and Vice President of Enrollment
- Researched Certified Financial Planner (CFP) programs and constructed implementation strategies
- Assisted in designing summer catalog. Wrote course descriptions, sent to publisher and incorporated onto website using Red Dot software.
- Worked with students in creating their schedules and ensured that the courses were consistent with the curriculum of the respective school that the student was enrolled

Rider University

Graduate Research Assistant – Cross - Cultural Consumer Research

- Assisted marketing faculty in market research techniques exploring the marketing of higher education institutions
- Responsible for data management within SPSS and produced models based on survey data that explored the cultural values of college students

PROFESSIONAL EXPERIENCE

LENOX INC. - Bristol, Pennsylvania

03/06- 07/07

Assistant Marketing Manager

- Oversaw strategic management and product development stages for China Giftware and Crystal Stemware by working on a consistent basis with design, sourcing and logistic teams to ensure a timely arrival of new product for upcoming markets
- Conducted sales analysis on a weekly basis involving gross/fiscal MTD and YTD sales for the Giftware and Tabletop brands. Sales were examined by Sub-Channel and Report Category for each specific brand. Established levels of expected growth and suggested changes which helped to increase margins in Home Specialty and Department Stores
- Reported results of sales analysis to VP of Giftware on a weekly basis and provided suggestions and recommendations based on the core vision of senior level management
- Reduced backorders from \$5.3 million to \$1.2 million by ensuring that delivery of new products was expedited properly and ran smoothly from a logistical perspective
- Designed promotional packages to help liquidate over \$4million in excess inventory and helped to maintain these programs to keep inventory levels at a consistently low level

DREXEL METALS CORPORATION - Ivyland, Pennsylvania

10/05- 03/06

Purchasing/Production Manager

- Sourced and negotiated pricing for architectural steel products
- Controlled a \$4 million inventory throughout three national locations
- Developed marketing plan for photovoltaic paneling system
- Designed procedures to help streamline the processes throughout the company to ensure a more constant flow of communication between sales, production, and logistics

GENERAL ELECTRIC - Princeton, New Jersey

05/05- 10/05

Trading and Licensing Consultant

- Carbon Trading Model: Identified term valuations and discounted return probabilities for \$50 million Carbon Credit Portfolio Model by utilizing statistical and empirical market data
- Market Research: Conducted customer segmentation research, developed country profiles relating to carbon trading programs, constructed a customer survey, and assisted in website copy and events planning

ORGANIZATIONS

- Upper Southampton Township Environmental Advisory Council (July 2010-Present)
- Surfrider Foundation
- Upper Southampton Township Watershed Association