

**Keith J. Paglen**  
Co-founder & Chief Executive Officer  
Ocean Research & Conservation Association  
Ft. Pierce, Florida

Keith Paglen is co-founder & CEO of the Ocean Research & Conservation Association (ORCA); a nonprofit corporation dedicated to the protection of marine ecosystems and the species they sustain through the development of innovative technologies and science based conservation action.

Since co-founding ORCA in 2005, as the world's first technology based marine conservation organization, ORCA has grown from two individuals (and their respective volunteer spouses) to a team of fifteen full and part-time science, engineering, technology and business professionals, determined to use cutting edge technologies to help understand the devastating impact human society is having on coastal ecosystems and giving local communities the information and tools needed to solve the problem.

In this short time, ORCA has recruited several leading advisors including: Alexandra Cousteau, Dr. Sylvia Earle, and Dr. Justin Marshall (president of the Australian Coral Reef Society) to name a few, as well as a growing list of collaborators and supporters including the National Science Foundation, the Office of Naval Research, the State of Florida, the Disney Wildlife Conservation Fund, along with numerous private foundations and individuals.

Prior to joining the ocean conservation community, Paglen spent over 15 years as a marketing executive with Canon U.S.A., Inc, where he was nationally known for his role in directing Canon's Clean Earth Campaign, one of the most comprehensive corporate environmental branding and philanthropic efforts in the United States. From its roots in regulatory compliance, such as toner cartridge recycling, the Campaign expanded under Keith's leadership to encompass all of what Canon accomplished on behalf of the environment, including a series of innovative social marketing efforts co-developed with The Nature Conservancy, the US National Park Service, the National Wildlife Federation and the American Association for the Advancement of Science.

Coining the term "Corporate Venture Philanthropy," Mr. Paglen leveraged the company's leadership in industrial ecology and strategic philanthropy together with a successful international communication campaign; transforming what had been considered a corporate expense into an extraordinary return on investment. Canon's Clean Earth Campaign remains the most successful cross-functional, product marketing and corporate reputation campaign in the company's history.

Mr. Paglen is the co-author of an article exploring the development of nonprofit performance measurements entitled, "The Metrics of Venture Philanthropy: An Analysis of Social Return on Investment and Financial Return on Investment."

Prior to assuming responsibility for the Campaign, Keith managed national advertising and communications campaigns, as well as sports marketing activities with the Olympics, World Cup Soccer, the US Tennis Association's US Open, and the Canon Greater Hartford Open-PGA golf tournament.

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