

Christiane Maertens

Founder & CEO



Expertise

- Strategic Planning
- Partnership Development
- Talent Acquisition
- Keynote Speaking
- Panel Moderation + MC
- Media & PR
- Media Production

Education

- San Diego State University B.A. Political Science & International Relations
- Oxford University, International Relations
- University of Guadalajara Spanish Language & Literature

Bio

Christiane Maertens is the founder of DoGoodery, a consulting agency that works with brands who have an authentic commitment to doing good. We ideate, create, and execute initiatives to improve lives and reduce inequity with empathy, joyful collaboration, and a research-based approach.

At the Walt Disney Company, Christiane helped lead the design of the first corporate social responsibility portfolio, mobilizing millions of young people to take positive action around the world during her seven year tenure. As Deputy Director of the North American Association for Environmental Education (NAAEE) she built a professional team that led the largest and most diverse environmental education network in the world, including 60,000 educators and 56 affiliate organizations in more than 30 countries.

A storyteller for our times, Christiane delivers truth with her trademark moxie and optimism. Born in Los Angeles to immigrant parents from El Salvador and Germany, Christiane is a graduate of San Diego State University with a B.A. in Political Science & International Relations and a proud Board Member of Outdoor Afro.

Founder & CEO, DoGoodery

February 2019 - Present

- DoGoodery works with Fortune 10 companies, government agencies, and nonprofits to ideate, create, and execute successful social impact initiatives and programs that create positive impact in the world using the highest standards in research and evaluative practices.
- Lead a diverse staff and advisory council of experts across the areas of sustainability, social justice, education, climate, and civic engagement.
- Develop and implement strategic planning and consulting, creative storytelling, and project management tailored to align with the mission and goals of our partners.
- Seasoned public speaker, facilitator, and moderator for events, corporate meetings and retreats, and media programming, including: Nobel Prize Summit from the National Academy of Sciences, DiscoverE Future City Awards, and other science and climate events.

Deputy Director, North American Association for Environmental Education

May 2012 - January 2019

- Led the national nonprofit organization through a growth period, defining the strategic vision, increasing its donor base, and raising over \$4.5M in unrestricted funding, establishing a new mission-driven board, and tripling staff size.
- Designed communications strategy to triple media coverage through interviews, press releases, video production, and a social media strategy.
- Represented the organization for all media engagements on and off camera; media trained to expertly communicate organization's mission and vision.
- Developed, directed, and hosted five profitable international conferences with 7,000 attendees from over 35 countries.

Manager, Corporate Citizenship, The Walt Disney Company

February 2005 - May 2012

- Selected by the CFO and Senior Vice President of Environmental Affairs to develop a new direction for the company's Corporate Citizenship division.
- Led the design and implementation of The Walt Disney Company's first corporate citizenship program, including environmental and philanthropic initiatives.
- Oversaw a \$10M annual budget in signature giving programs.
- Developed and managed company's environmental outreach programs, reaching more than 3 million students and teachers worldwide:
- Disney's Planet Challenge: a nationwide classroom and community-based competition developed in partnership with Marvel, ESPN, USEPA, and NSTA.
- Disney's Friends for Change: a prosocial media-driven program created in collaboration with the Disney Channel, ABC Networks, and Disney's Parks and Resorts.