

# William Nuckols

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620 Sprintsail Way  
National Harbor, MD 20745  
443-994-1493 • Will@WilliamHNuckols.com

William Nuckols is a seasoned management consultant and scientist with over 20 years experience in public policy and strategic communications. His extensive work with federal agencies and Congress provides him with a deep knowledge of the individuals and organizational idiosyncrasies that impact policy development and regulatory implementation at the state and federal levels. Nuckols moves seamlessly between serving as a spokesperson to supporting senior Administration officials and elected officials as a subject matter expert on a wide range of environmental policy topics.

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## PROFESSIONAL EXPERIENCE

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### *Current Position*

#### **W.H. Nuckols Consulting** **Principal**

*1998 – present*

Lead an environmental policy and strategic communications firm whose clients have included: *U.S. Department of Commerce/NOAA, U.S. EPA, Coastal America (a federal committee comprising 13 Departments and the Executive Office of the President), State of California, State of Florida, J.M. Clayton Company, Gabagan and Bryant Associates, Blue Frontier Campaign, Homeland Policy Security Institute Group, Team 4MIL, and others.*

### **Major Achievements**

- Conceived and implemented a major federal/state/local marine environmental restoration and protection project in South Florida.
- Coauthored EPA report on climate change and sea level rise adaptation strategies for the Mid-Atlantic Region, published in Environmental Research Letters.
- Created the first-ever hazardous dive-training program for the U.S. military to address derelict fishing gear in Puget Sound, WA.
- Developed research initiative to use Military LADAR technology to locate and remove marine debris from the Pacific Ocean.
- Worked with Congress on behalf of the National Blue Crab Industries Association to pass legislation to preserve sustainable domestic blue crab and oyster industries.

### **Government Relations**

- Developed and represented organizations' environmental policy positions before Congress, federal and state agencies, NGOs and the media.
- Crafted corporate policy positions on labor, immigration, international trade, and marketing and represented those interests before Executive agencies and Congress.
- Prepared Congressional testimony, bill language, public speeches, press releases, position papers, reports, and technical presentations for policy staff, scientific staff and lay audiences.
- Lead client office visits with Congressional members, professional staff and Committee staff.
- Organized and implemented Capitol Hill events and build bipartisan House and Senate coalitions, including the largest ever green energy and ocean policy Hill lobby day in 2011.

### ***Strategic Communications and Campaigns***

- Managed national, regional, local, and international outreach efforts for multi-agency federal environmental projects. Manage media campaigns combining the collective resources of county, state, and federal public affairs teams for greatest effect.
- Served as federal government spokesperson for multi-federal agency initiative.
- Lead media campaign targeted to generate coverage in multiple markets to raise awareness about sequestered EPA climate change research, reports, and the muzzling of EPA scientists.
- Served as the Senior Policy Advisor for the Energy and Environment Team for Obama 2012 reelection campaign. Staffed the Joint Press Office for the 2012 Democratic National Convention.

### ***Managing Multidisciplinary Teams***

- Fostered policy development between multi-agency groups. Facilitated partnerships between a multitude of federal agencies, corporations, non-profits, and universities.
- Organized and implemented conferences, technical workshops, and national level federal functions.
- Lead projects, including developing mission scope, to combine military salvage, civilian agency diving, liability experts and tribal natural resource representatives to address environmental cleanup needs.

### ***Project Management***

- Conducted strategic planning efforts for federal and private sector clients. Analyzed program performance and provide recommendations on remedies to structural program challenges.
- Developed scopes of work, budgets, manage contracts , and prepare briefings for clients. Prepared Requests for Proposals and responses to grant proposals on behalf of clients. Manage employees and direct subcontractors.
- Served as project manager for a host of multi-agency projects nationally addressing coastal resource restoration and projection. Advised the Port of Baltimore and the U.S. Army Corps of Engineers through the Poplar Island site development process.
- Developed political and procedural steps for fisheries trade associations' representation at the U.S. International Trade Commission.

### ***Work History***

- 1998 –present Principal, W.H. Nuckols Consulting
- 1998–2000 Ecologist, Gahagan and Bryant Associates
- 1996–1998 Habitat Ecologist/SC Sea Grant Fellow, NOAA Coastal Services Center
- 1994–1996 Manager/Database Manager, Williamson Bike Works
- 1991–1993 Manager, The Open Road
- 1987–1991 Lab Technician, Virginia Institute of Marine Science (VIMS)

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## **EDUCATION**

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### **College of Charleston/Medical University of South Carolina**

M.S., Environmental Science

1998

### **University of Wisconsin-Madison**

Institute for Environmental Studies, graduate coursework initiated

1994 –1996

### **The College of William and Mary**

B.A., Government and Philosophy

1992