

# EMILY K. LAIDLAW

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## QUALIFICATIONS SUMMARY

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I combine degrees in statistics (M.S.), journalism (M.A.), and environmental studies (B.A.) with extensive experience supporting interdisciplinary programs for government, research, and university organizations. Through this unique experience and education, I have conducted, published, and supported societal and economic research and evaluations; managed technical, data-driven human-centric and sustainability projects in politically charged environments; and created and implemented scientific communications strategies across numerous disciplines. My passion is translating scientific information into understandable, usable information to bridge the gap between research and policy.

## EDUCATION

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<b>Master of Science, Applied Statistics and Research Methods</b> University of Northern Colorado, Greeley, CO, USA	2014
<b>Master of Arts, Journalism</b> University of Colorado, Boulder, CO, USA	2005
<b>Bachelor of Arts, Environmental Studies</b> <i>Minors in Philosophy and Journalism; course cluster in International Relations</i> University of Rochester, Rochester, NY, USA	2002

## PROFESSIONAL EXPERIENCE

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**Owner (Statistician, Project Manager, and Communicator)** 2018-Present  
*Laidlaw Scientific, Boulder, CO*

Manage and operate consulting company focused on bridging the gap between research and society.

- Conduct and support interdisciplinary behavioral science, energy, climate, and weather research and evaluations
- Collect, analyze, and creatively present results from large datasets
- Manage and support large-scale government-funded projects
- Create and implement unique communications solutions for technical programs and projects
- Provide editing, writing, outreach, and social media support for technical and non-technical platforms.

**Project Officer (Project Manager, Evaluator, and Communicator)** 2019-2020  
*International Institute for Applied Systems Analysis, Laxenburg, Austria*

Managed and provided research, evaluation, and communications support for multi-year, interdisciplinary human dimensions projects to understand the connections between climate change policies and sustainable development and to explore cost-effective, technologically sound, socially acceptable, and politically feasible energy solutions.

**Associate Scientist (Statistician and Project Manager for Integrated Assessment Modeling)** 2015-2018  
*National Center for Atmospheric Research (NCAR), Boulder, CO*

Conducted statistical analyses on household expenditures and consumption patterns to improve demographic projections.

- Oversaw analysis of household survey data, including acquisition, translation, analysis, and management of data; routinely used SPSS, SAS, and R; reported and presented results to both technical and non-technical audiences
- Managed, maintained, and updated program websites; led program communication and outreach efforts
- Provided scientific project management and research support for large interdisciplinary projects, including government-funded projects linking human and earth systems to assess global and regional impacts, a working group focused on societal dimensions, and international efforts to develop scenarios and assess related models.

**Senior Project Manager & Communications Specialist (Building Energy, Alternative Transportation)** 2012-2015  
*National Renewable Energy Laboratory (NREL), Golden, CO*

Provided project management, web development, data analysis, strategic evaluation, and technical writing and editing expertise to ensure effective communication and usability of renewable energy information and data.

- Managed complex building energy and alternative transportation datasets; evaluated and updated existing processes; scoped and oversaw development of new and better data strategies; used SQL and numerous platforms
- Advised on surveys and statistical procedures; Led team of project managers, communications specialists, and graphic designers; strategized and directed high-visibility communications projects, websites, and databases.

### **Associate Scientist (Social Science Researcher and Communicator)**

National Center for Atmospheric Research (NCAR), Boulder, CO

2004-2012

Conducted interdisciplinary research and managed program's communication, outreach, and website efforts.

- Managed, updated, and analyzed extreme weather datasets
- Designed, carried out, analyzed, and reported on behavioral science research projects
- Conceptualized, implemented, and managed communication efforts, resources, and program websites
- Co-organized multi-year, international workshop series to integrate atmospheric and social science research.

### **Energy Co-Coordinator (Energy Savings Strategist and Outreach Specialist)**

University of Colorado Environmental Center, Boulder, CO

2002-2003

Conducted research and outreach to educate faculty and staff on energy conservation; communicated results

- Co-coordinated Generation Green program, saving \$450,000 in energy costs per year for the university.

### **Communications Coordinator (Environmental Justice Education and Outreach)**

Contractor to the United States Environmental Protection Agency, Denver, CO

2002-2003

- Designed, wrote, and edited environmental justice publications, and facilitated community outreach events.

## **SCIENTIFIC OUTREACH AND COMMUNITY SERVICE**

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- Denver/Boulder Chapter Secretary, American Meteorological Society (AMS) (2017-2019)
- Peer Reviewer, *Policy & Society* (2016)
- American Meteorological Society team member for project researching innovation and societal benefit (2015)
- Mentor, NCAR Undergraduate Leadership Workshop (2015-2017) and SOARS program (2007-2017)
- Behavioral Science Judge, Long's Peak Science and Engineering Fair (2011-2012)
- Co-Organizer, weather and society webinar series and Societal Impacts Discussion Board (2007-2012)
- Co-Founder and Managing Editor, *Weather and Society Watch* (2006-2012)
- Co-Organizer, Weather and Society \* Integrated Studies (WAS\*IS) international workshop series (2006-2012)

## **TEACHING, MENTORING, AND OTHER PROFESSIONAL APPOINTMENTS**

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- Director of Student Services, The Hampton Group, Inc. Project Management (2005)
- Intern at Denver Business Journal (2004), SKI Magazine (2003-2004), Colorado Press Association (2003)
- Teaching Assistant, Univ. of Colorado - COMM 3610: Communication, Technology, and Society (2002-2003)
- Writing Mentor and Peer Career Advisor, University of Rochester (1999-2001)
- Vice President, University of Rochester Interclass Community Living Center (1999-2000)
- Elected Residential Senator, University of Rochester Students' Association Government (1998-1999)

## **PUBLICATIONS**

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O'Neill, B.C., Jiang, L., KC, S., Fuchs, R., Pachauri, S., Laidlaw, E.K., Zhang, T., Zhou, W., Ren, X., 2020. The effect of education on determinants of climate change risks. *Nature Sustainability*. doi: 10.1038/s41893-020-0512-y

Laidlaw, E.K., O'Neill, B.C., Harp, R.D., 2019. The Use of the Community Earth System Model in Human Dimensions Climate Research and Applications. *WIREs Climate Change*. doi:10.1002/wcc.582

Laidlaw, E.K., Jiang, L., 2018. An update of Indonesian household-level income and consumption patterns as an input to the iPETS model. NCAR Technical Note. doi:10.5065/D6NV9H2Z

Johansen, I.C., Carmo, R.L., Laidlaw, E.K., Jiang, L., 2018. An update of Brazilian household-level income and consumption patterns as an input to the iPETS model. NCAR Technical Note. doi:10.5065/D6S181BB.

Hooke, W.H. Arrigo, J, Hurwitz, M. Laidlaw, E., Mishra, S., Patrinos, T., Seid-Green, Y., Shontz, K., Stepp, M., Tessoroff, S., Westley, M., Yanchilina, A., 2017. Harnessing (Geo)Science and Technology for National Benefit—and How That Benefit Can Be Enhanced and Sustained. American Meteorological Society, Washington, DC.

Laidlaw, E.K., 2014: Net-Zero Building Technologies Create Substantial Energy Savings. *Continuum*. 6, 16-17.

Laidlaw, E.K., 2010: The Controversy Over Outdoor Warning Sirens. *Weatherwise*. doi: 10.1080/00431670903459344.