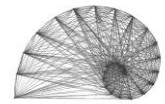


# AARON WILLIAM PERRY



(303) 717-9707  
[aaron@yonearth.org](mailto:aaron@yonearth.org)

PO Box 2333  
Boulder, CO 80306



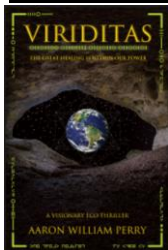
*Collaborating with visionary executives, impact-driven entrepreneurs, institutional investors, and innovative organizations—including triple-bottom-line companies, indigenous leaders, and grass roots communities—I help cultivate strategic leadership, financial intelligence, and systemic innovation to drive lasting, regenerative impact. My work integrates deep ecological philosophy with real-world executive acumen, ensuring that leaders not only navigate complexity but also architect sustainable economies that align capital, culture, and commerce with planetary well-being.*

*I believe the 21st century is the era of stewardship, and our collective imperative is to shape a resilient, regenerative future—one where finance and leadership catalyze systemic change. As an educator, executive advisor, and thought partner, I empower leaders to develop the strategic vision, governance expertise, and organizational agility necessary to steward businesses and institutions toward long-term value creation, social equity, and ecological balance. A committed team player, I thrive in high-integrity, high-capacity collaborations, working with those who share a bold commitment to sustainable transformation and the emerging “Regeneration Renaissance” of planetary prosperity shaping our global future.*

## KEY PUBLICATIONS & PROFESSIONAL EXPERIENCE

### **VIRIDITAS: THE GREAT HEALING IS WITHIN OUR POWER**

**PUBLISHED 2022**

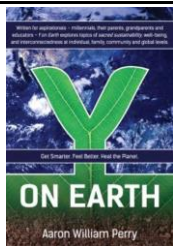


This epic eco-thriller will captivate, entertain, and ultimately inspire like no other story you’ve ever read. *Viriditas* is a “must read” for audiences who are passionate about the environment and for fans of visionary fiction. All about these current, momentous times on planet Earth, *Viriditas* seamlessly weaves together themes of technology, science, history, sustainability, stewardship, regeneration, healing, and spirituality with threads of mysticism, indigenous wisdom, and sacred prophecy. A true heroine’s journey, *Viriditas* chronicles the perilous quest of Brigitte Sophia, a brilliant computer scientist, as she is forced to flee New York City, ditch her technology, and go off-grid in the Rocky Mountains of Colorado, guided by a strange man with whom she must entrust her life.

eBook, audiobook, and print version available at: [viriditasbook.com](http://viriditasbook.com) and [yonearth.org](http://yonearth.org)

### **Y ON EARTH: GET SMARTER. FEEL BETTER. HEAL THE PLANET.**

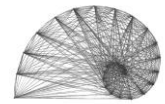
**PUBLISHED 2017**



Published in the spring of 2017, *Y On Earth: Get Smarter, Feel Better, Heal the Planet* delivers a comprehensive, accessible framework for integrating global sustainability strategies with individual and family-scale practices and “life-hacks” for enhanced health, well-being and thriving. Masterfully written, this tour de force facilitates paradigm-shifting evolution in our understanding of economy, ecology, and our sacred power as individual actors in a rapidly evolving culture.

eBook, audiobook, and print version available at: [yonearth.org](http://yonearth.org)

# AARON WILLIAM PERRY



**EXECUTIVE DIRECTOR, Y ON EARTH COMMUNITY**

**ONGOING (501(C)(3) FOUNDED In 2018)**



**Activating & Amplifying the Regeneration Renaissance ~ an action oriented educational non-profit for stewardship, regeneration, sustainability, kindness, healing, and prosperity.** A robust digital platform compliments interactive, hands-on curated seminars, symposia, and workshop experiences. Aaron shares practical, life-changing practices to enhance health and well-being – **THRIVING** – by empowering people with techniques that are deeply aligned with global strategies for sustainable economic development and ecological regeneration and stewardship – **DEEP ECOLOGICAL AND SOCIAL SUSTAINABILITY**. Informational and inspirational events have been curated in partnership with a variety of communities and institutions:

Union Theological Seminary (New York, NY)  
Three Sisters Sovereignty Project (Fultonham, NY)  
South Conejos Schools (Antonito, CO)  
Regis Jesuit High School (Aurora, CO)  
Philly Farm & Food Festival (Philadelphia, PA)  
National Prayer Breakfast (Washington, D.C.)  
Le Moyne College (Syracuse, NY)  
Loyola University (Chicago, IL)  
Highland City Club (Boulder, CO)  
Wilson and Sonsini Law Firm (Palo Alto, CA)  
EarthX Conference (Dallas, TX)

Le Ciel Foundation (Barcelona, Spain)  
Haverford College (Philadelphia, PA)  
Kiss the Ground (Los Angeles, CA)  
Good Food Festival (Chicago, IL)  
Colo. Alliance for Enviro. Education (Denver, CO)  
Carbon Sequestration Festival (Longmont, CO)  
Bioneers Boulder Conference (Boulder, CO)  
Biodynamic Assoc. Conference (Lake George, NY)  
AREDAY Summit (Aspen/Snowmass, CO)  
Adams State University (Alamosa, CO)

Through the **Y on Earth Community**, a network of **Community Impact Ambassadors** is growing in diverse communities throughout the United States (see the [“Where on Earth” Global Map Resource](#) at yonearth.org). These **Y Ambassadors** are delivering informational and inspirational Y on Earth messaging to faith communities, neighborhood gatherings, corporations, and non-profit organizations – activated and empowered by a grass-roots, community-based theory of change.



Additionally, the Y on Earth Community curates a robust digital media platform, including the [Y on Earth Community Podcast](#) series. Aaron interviews notable authors, business leaders, community leaders, thought leaders, farmers, herbalists, medical practitioners, sustainability experts, indigenous wisdom-keepers, and youth activists.

**EXECUTIVE CONSULTING & ADVISING**

**ONGOING**

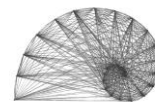
Aaron provides executive consulting services in the areas of **executive management, financial modeling, systems development** and implementation, **capital raising**, leadership in impact & sustainability to for-profit, non-profit and B-certified companies engaged in **sustainable development, social enterprise** and **impact work** in multiple sectors, especially organic, natural & sustainable food and agriculture, renewable energy, climate change mitigation, holistic education, cultural transformation & thought leadership.

## CONSULTING AREAS OF EXPERTISE

Accounting, A/P, A/R, Financial Statements  
Board Development & Management  
Business Plan Development  
Capital Raising Campaigns  
C-Level Leadership Training  
Company Culture Development  
Ecological Value Chain Formation

Entity Formation & Launch  
Environmental Stewardship  
Financial Modeling  
Food Systems Design & Development  
Human Resources  
Inspirational & Service Leadership  
Insurance Requirements

# AARON WILLIAM PERRY



Legal Contracts & Negotiation  
Literature & Cultural History  
Logistics  
Management Training  
Marketing, Sales, Branding  
Operations & Systems Development  
Pitch Deck Development  
Political Economy & Philosophy  
Presentation/Deck Development  
Pro Forma/Financial Modeling  
Process/Work Flow & Procedure Development

Profit Sharing/Team Incentives  
Project/New Enterprise Assessment/Development  
Quickbooks/Accounting Software  
Renewable Energy Markets & Technologies  
Software Design, Development & Evaluation  
Storytelling, Written & Verbal Communication  
Strategic Visioning/Planning/Implementation  
Supply Chain Management  
Sustainable Food, Land & Agriculture Systems  
Systems Design for Regenerative Sustainability  
Work/Life Balance & Healthy, Grounded Leadership

## WELE WATERS, (Boulder, CO) FOUNDER & CHIEF ALCHEMIST

**2017-PRESENT**



Aaron is steward and chief alchemist of hemp-infused Wele Waters soaking salts and wellness products, a social enterprise whose proceeds are donated to the Y on Earth Community. Named for the Old English word for “well-being,” the Wele Waters therapeutic wellness products are ceremonially made in small batches, using organic coconut oil and whole hemp flower for maximum CBD and phytonutrient benefits, and come in several special aromatherapy blends. View videos, learn more and download your free Soaking Ceremony Guide at [welewaters.com](http://welewaters.com).

## SOURCE Local Foods, LLC (Broomfield, CO), FOUNDER, CEO, CFO

**2011-2015**

Local & Natural Food Distribution in Colorado

**GROWING SUSTAINABLE FOOD SYSTEMS**



As **Founder, Chief Executive Officer, and Chief Financial Officer** of **SOURCE Local Foods**, Aaron’s primary duties included executive management, strategic planning, finance, and administrative management, government relations, marketing, sales team training, software development, operations, and business development. There he:

- Developed largest regional **food hub** and **sustainable food systems infrastructure**
- Grew sales volume to **over \$3,000,000/year**
- Managed team of **30+ employees**
- Launched and supplied 1,000s of local food and beverage products to hundreds of customers (including **Whole Foods Market, Natural Grocers, the University of Colorado at Boulder, Vail Resorts, Aspen Ski Company**, and several concessions at **Denver International Airport**)
- Led comprehensive branding, marketing and sales initiatives across **several \$ million** campaigns
- **Financed \$1,000,000’s** in equity, term debt, lines of credit, real estate and equipment lending deals, both secured and unsecured
- **Negotiated \$1,000,000’s** in leases, supply agreements, purchase and sale agreements and other contracts

## RECYCOIL, LLC (Broomfield, CO)

**2005-2015**

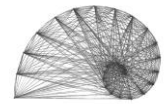
Used Cooking Oil Recycling for Biodiesel

**FUELING A LOW CARBON FUTURE**



As **Founder, Chief Executive Officer, and Chief Financial Officer** of **RECYCOIL**, Aaron’s primary duties included executive management, strategic planning, finance and administrative management, government relations, marketing,

# AARON WILLIAM PERRY



sales team training, software development, operations, and business development. There he:

- Developed **food waste recycling** and **biofuels supply chains** in the commercial food facility and renewable energy industry sectors
- Launched **recycling services** to thousands of commercial restaurant, conference center, and grocery store customers in partnership with some of the largest biofuels manufacturers in the United States (including **Whole Foods Market, Chipotle, Fort Carson Army Base, the Denver Broncos / Empower Field at Mile High, the University of Colorado at Boulder, Denver International Airport, Vail Resorts, Aspen Ski Company, Wal Mart, The Rockies / Coors Field, Renewable Energy Group, High Plains Bioenergy, Peterson Space Force Base, The Broadmoor**, and major international fast-casual chains.
- Managed a full-time team of **45+ employees**
- Led comprehensive branding, marketing and sales initiatives across **several \$ million+** sales campaigns
- **Financed \$1,000,000's** in equity, term debt, lines of credit, real estate and equipment lending deals, both secured and unsecured
- **Negotiated \$1,000,000's** in leases, supply agreements, purchase and sale agreements and other contracts
- Managed the development of **proprietary logistics, CRM** (Customer Relationship Management) and **ERP** (Enterprise Resource Planning) **software** for recycling and food distribution operations.
- Interfaced with **government regulators** for **policy guidance, federal grant programs**, and new **legislation** and **regulatory framework** development in the State of Colorado.

## WORLD COUNCIL OF ELDERS (Boulder, CO & Global)

**2003-2006**

Aaron served on the Board of Directors for this unique non-profit organization dedicated to preserving and disseminating indigenous wisdom for the preservation of precious cultural heritage and of the ecology of planet Earth. The organization hosted and facilitated several ceremonial gatherings among indigenous wisdom keepers from around the world, including a traditional Lakota Sun Dance ceremony in Montana, at which indigenous Elders gathered from Australia, Guatemala, Hawaii, Canada, Montana, and Colorado.

## SUSTAINABLE SETTINGS (Carbondale, CO)

**2003-2005**

Aaron provided a variety of agricultural planning, organizational development, facilities development, permitting, farm enterprise planning, site design, branding, messaging, special use permitting, and accounting/financial management services to this innovative biodynamic farm and sustainable research and education center. Now a frequent visitor and strategic ally, Aaron helps educate and disseminate the power of biodynamic land-medicine and soil preparations coast to coast through the Y on Earth Community platform.

## BAINBRIDGE CONSULTING, LLC (Boulder, CO)

**1999 -2005**

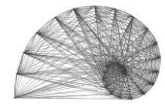
Through his firm Bainbridge Consulting, Aaron provided executive advising, accounting, and finance / fractional CFO services to both non-profit and for-profit companies in the sustainable development sectors. He also provided accounting, financial management, marketing, and strategic planning services to a number of renewable energy, sustainable agriculture, permaculture, land-scape design, and commercial real-estate development and management companies.

## ECOBUILD GREEN BUILDING PRODUCTS (Boulder, CO)

**2000-2002**

Aaron worked closely with EcoBuild's owner/founder to streamline marketing and supply chain processes, providing sustainable flooring, roofing and building materials to green and LEED (Leadership in Energy & Environmental Design) certified commercial and residential building projects.

# AARON WILLIAM PERRY



## **HUMMINGBIRD RANCH (Mora, NM)**

**2000-2003**

As a provisional member of this land-based community east of Taos, NM, Aaron facilitated Permaculture Design Certification courses that were taught by Scott Pittman, ED of Permaculture Drylands Institute, and other renown educators.

## **JEFF LYNCH CONSTRUCTION (Boulder, CO)**

**1998-1999**

Aaron worked on a custom building and remodeling construction crew, learning the ropes in framing, siding, and custom finish work.

## **TURTLE ISLAND ORGANIC TEAS & HERBS (Boulder, CO)**

**1996-1997**

Aaron prepared herbal tinctures and other herbal medicines, and has continued practicing herbal medicine with friends and family during the ensuing 20+ years. Ask for a sample of Aaron's special winter-cold tonic!

## **SCORE PREP (Denver & Boulder, CO)**

**1996-1997**

Aaron provided SAT and ACT test preparation tutoring in math and verbal subjects to high school students.

## **COPIRG / SIERRA CLUB (Denver & Boulder, CO)**

**1996**

Aaron led the Boulder office in daily fund-raising totals and conducted informational canvassing campaigns on environmental conservation initiatives, going door-to-door along the Denver Front Range.

## **ALFALFA'S MARKET & WILD OATS MARKET (Denver & Boulder, CO)**

**1993-1997**

Aaron worked in the natural food industry beginning in high school, when he stocked shelves at one of the original Alfalfa's Markets in Denver just as it was being acquired by Wild Oats (eventually acquired by Whole Foods). In Boulder, he worked in the bulk, grocery and cashier departments at Wild Oats.

## **THE D.W. PERRY CORPORATION (Denver, CO)**

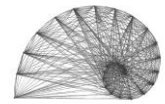
**1989-1995**

Aaron learned the ropes of book-keeping, loan-processing, mortgage banking, office management, and administration while working for his parents' company during middle school and high school.

### **PROFESSIONAL & TRADE ASSOCIATIONS (CURRENT AND/OR FORMER MEMBER)**

- Anthroposophical Society of America
- Association of Waldorf Schools of North America
- Biodynamic Association / Biodynamic Demeter Alliance
- Colorado Association for Recycling
- Colorado Chef's Association
- Colorado Clean Cities Coalition / American Lung Association
- Colorado Cleantech Industry Association
- Colorado Fruit & Vegetable Growers Association
- Colorado Restaurant Association
- Colorado Wyoming Petroleum Marketers Association
- International Society of Sustainability Professionals
- Mile High Business Alliance
- National Restaurant Association
- Rocky Mountain Farmers Union

# AARON WILLIAM PERRY



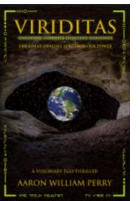
## PUBLICATIONS



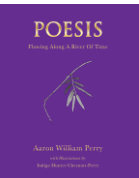
**FORTHCOMING – *Our Biggest Deal: Real Wealth, the New Aristocracy, and Pathways to Planetary Prosperity.*** Impact investing, stewardship philanthropy, service leadership, and advanced organizational and financial structures, systems, and strategies for the future (with essays by key thought leaders)



**PODCAST – *Y on Earth Community's "Stewardship & Sustainability" Series.*** Launched in 2018, this podcast and videocast series includes interviews with leading educators, authors, executives, farmers and thought leaders who are helping transform our culture toward stewardship, regeneration and sustainability. ([Y on Earth Community Podcast](#))



***Viriditas: The Great Healing Is Within Our Power.*** Visionary eco-thriller novel published in 2022, Earth Water Press (see [viriditasbook.com](#) and [yonearth.org](#))



***Poesis: Flowing Along a River of Time.*** A 25 year collection of poetry – the “early years” – with artwork by Aaron’s son, Indigo Hunter Chesnutt-Perry, published Summer 2020. (See [Earth Water Press](#) for details).



***Celebrating Water.*** Children’s book published Spring 2020, Earth Water Press. (See [Y on Earth Community Market](#) for more information).

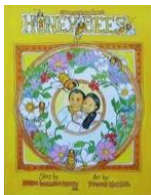
**Georgetown University – Berkeley Center for Religion, Peace & World Affairs** – online Magazine. [“The Amazon Fires: Notre Dame, Nostra Culpa – Our House is Burning”](#) Washington, D. C. 11/15/19.

**West View News.** [“Talking Dirt in the Village”](#) Greenwich Village, NY. 11/1/19.

**Medium.** [“We Need Dirtier Politicians & CEOs”](#) 10/29/18.

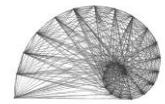
**Medium.** [“Navigating the Seas of Sustainability – How Good is Your Map?”](#) 9/8/18.

**Medium.** [“A Perfect Storm... of Hope.”](#) 8/26/18.

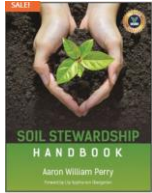


***Celebrating Honeybees.*** Children’s book published Spring 2019, Earth Water Press. (See [Y on Earth Community Market](#) for more information).

# AARON WILLIAM PERRY



**Celebrating Soil.** Children’s book published Summer, 2018, Earth Water Press. (See Y on Earth Community’s [Kids Corner](#) for more information).

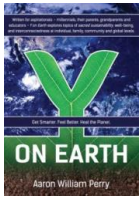


**Soil Stewardship Handbook.** Published Winter, 2018, Earth Water Press. Complimentary eBook available at [www.yonearth.world](http://www.yonearth.world) (use code: **MOBILIZE**).

*Elephant Journal.* [“This is the Unique & Powerful Voice that can help the Earth.”](#) 1/31/18.

*Elephant Journal.* [“Open Letter to Jeff Bezos, CEO of Amazon, on the Purchase of Whole Foods.”](#) 9/7/17.

*Elephant Journal.* [“A Miracle We Can Cultivate in Our Own Backyards.”](#) 7/10/17.



**Y On Earth: Get Smarter. Feel Better. Heal the Planet.** Published spring 2017, Earth Water Press. Complimentary eBook available at [www.yonearth.world](http://www.yonearth.world) (use code: **YOE100**).

*Elephant Journal.* [“2 Great American Pastimes to keep us Humble & in Good Humor.”](#) 10/4/16.

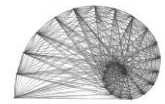
*Elephant Journal.* [“Ageless Wisdom that Helps us Think Better & Smile More.”](#) 9/20/16.

**“CLEANTECH BRIEF: Sustainable Management of our Biomass Resources – Unlocking Total Supply Chain Value”** (White Paper published on [www.recycOil.com](http://www.recycOil.com), copyright 2009).

**“The Quinary Economic Sector: Linking Natural Capital, Stewardship and Economic Productivity”** (White Paper published on [www.recycOil.com](http://www.recycOil.com), copyright 2009).

**“Avoiding Unintended Consequences: Sustainable Biomass Management Frameworks in the New Energy Economy”** (White Paper submitted to the US National Institute for Standards and Technology, published on [www.recycOil.com](http://www.recycOil.com), copyright 2009).

# AARON WILLIAM PERRY



## EDUCATION

### University of Colorado at Boulder

Graduate Interdisciplinary Certificate  
In Environmental Policy, 2002  
Sustainable Economic Development & Policy

### University of Colorado at Boulder

M.A. "with distinction," 2002  
German Studies (History, Literature, Philosophy)

**M.A. Thesis: "Gaia, Psyche and Tragedy: Nietzsche and the Ecological Worldview"** (read and researched significantly via Carl Jung's treatment of Friedrich Nietzsche's *Thus Spoke Zarathustra*). 2002.

### University of Colorado at Boulder

B.A., 2002  
German Studies (History, Literature, Philosophy)

### Permaculture Institute, Santa Fe, NM

Permaculture Design Certification, 2001

### University of New Mexico, Taos, NM

Die Deutsche Sommerschule von Taos (German Summer School of Taos), 1998

### New York University, New York

Gallatin Scholar, 1995-96

### Regis University, Denver

Several college-level courses taken while attending Regis Jesuit High School 1991-95

### Academic Honors, Fraternal Orders, & Professional Memberships

Phi Beta Kappa  
Gallatin Scholar, NYU  
Delta Phi Alpha  
Order of the Sacred Earth

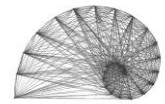
National Merit Commended Student  
Int'l Society of Sustainability Professionals  
Ad Lucem A.F. & A.M. Grand Lodge of Colorado  
Societas Rosicruciana in Civitatibus Foederatis

## FAMILY, HOBBIES, and PERSONAL INTERESTS

Aaron is the proud father of his daughter Osha, a medical doctor specializing in mental health and neuroscience, and his son Hunter, an architect and bespoke furniture designer and artisan. When not working, writing, in meetings, and giving talks, Aaron is most often found hiking in the woods, reading literature, painting, skiing, traveling, connecting with community, communicating in Fellowship, sharing biodynamic land-alchemy ceremonies, or relaxing at their favorite hot springs or lulling by the surf on warm, sandy beaches with his sweetheart Caressa.



# AARON WILLIAM PERRY



## REFERENCES

**Mr. Artem Nikulkov** – Founder and CEO, Earth Coast Productions; Board of Directors, Y on Earth Community.

[artem@earthcoast.com](mailto:artem@earthcoast.com)

(303) 564-4865

**Mr. Brad Lidge** – MLB World Series Champion (Philadelphia Phillies, 2008); Board of Directors, Y on Earth Community; Board of Directors, Project Cure; President, Brad & Lindsay Lidge Family Foundation.

Email and phone number available upon request.

**Dr. Mark Bosco, SJ** – Professor and Vice President for Mission and Ministry, Georgetown University, former professor, Loyola University – Chicago.

[mboscosj@gmail.com](mailto:mboscosj@gmail.com)

(773) 870-2362

**Dr. Ralph (Bud) Sorenson, PhD** – Past President and Professor Emeritus, Babson College; Past Professor, Harvard Business School; former Director, Whole Foods, Inc.; former Director, Federal Reserve Board, Boston; Director, Toyota Mobility Foundation, past Director and Investor, recycOil and SOURCE Local Foods.

[bud@boulder.com](mailto:bud@boulder.com)

(303) 898-0490

**Dr. Jandel Allen-Davis, MD** – CEO of Craig Hospital, Board Chair of the Denver Botanic Gardens, Director of Federal Reserve Branch of Kansas City, and leadership expert and advisor.

[JAllen-Davis@craighospital.org](mailto:JAllen-Davis@craighospital.org)

(720) 925-1801

**Mr. Albert (Al) Stemp, Esq.** – Partner, Kirkland Ellis LLP, Juris Doctorate and Masters in Political Science from University of Colorado – Boulder.

[astemp2002@gmail.com](mailto:astemp2002@gmail.com)

(310) 562-4183

**Mr. Brook Le Van** – Founder and Executive Director, Sustainable Settings (biodynamic farm and whole systems education center in Carbondale, Colorado).

[brook@sustainablesettings.org](mailto:brook@sustainablesettings.org)

(970) 963-6107

**Ms. Brigitte Mars** – Author, Professor, Herbal Medicine Teacher, and global educator. Over 17 books published, including: *County Almanac of Home Remedies*, and *Desktop Guide to Herbal Medicine*.

[brigittemars@gmail.com](mailto:brigittemars@gmail.com)

(720) 633-0790

**MWGM William (“Sandy”) Karstens** – Professor of Theoretical Physics, Saint Michael’s College; MW Grand Master, Grand Lodge of Vermont, F & AM; College Member, Societas Rosicruciana in Civitatibus Fœderatis.

[wkarstens@smcvt.edu](mailto:wkarstens@smcvt.edu)

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