

## Biography for Eric Eckl

Eric Eckl's role models include Aldo Leopold, Rachel Carson, Martin Luther King, Maxmillian Berlitz, P.T. Barnum, and the Sham Wow Guy.

Eric loves campaigns and would run for office if he could give the job to somebody else after he won. Instead, he helps people like you with your pollution prevention, fundraising, and issue advocacy campaigns.



Eric founded Water Words That Work LLC as a marketing and advertising agency for nature protection and pollution control organizations. Since 2009, the company has assisted more than 50 conservation organizations, including the National Park Service, the Alliance for the Chesapeake Bay, the Southwest Florida Water Management District, the Minnesota Association of Watershed Districts, the Ogeechee Riverkeeper, and many others.

Before launching Water Words That Work, Eric managed fundraising, media relations, and publishing activities for many conservation organizations. His past employers include Beaconfire Consulting, American Rivers, the U.S. Fish and Wildlife Service, and the White House Council on Environmental Quality.

Eric has appeared in countless media stories, including CNN and the New York Times. He is a frequent speaker at environmental, marketing, and technology conferences.