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## **Judith Webb Named Senior Vice President of Marketing & Communications for U.S. Green Building Council**

*Addition Reflects USGBC's Continued Commitment to Market Transformation and Performance*

WASHINGTON, D.C. (June 23, 2010) – The U.S. Green Building Council (USGBC) formally welcomes Judith Webb, APR (Accreditation in Public Relations) as the newly appointed Senior Vice President of Marketing and Communications. With more than 30 years of experience with corporations, non-profits, and high-profile agencies, Webb has spent the past seven years as the senior strategic communications consultant for USGBC, while simultaneously providing strategic communications counsel to other corporate and nonprofit clients through her firm jwebbPR.

As one of the co-founders of the GreenEarth PR Network, Webb brings a strong background of leadership in environmental communications, always underscoring the commitment to raising the bar for USGBC's campaigns and initiatives, including being one of the architects of the Building Performance Partnership (BPP), a coalition of LEED certified projects that are putting their performance, literally, to the test. The research and data captured from the BPP will be vital to the ongoing development of the LEED green building certification program and rating systems.

"USGBC's rapid evolution and transformation of the marketplace has been in part because of Judith's extraordinary talent and vision for the organization," said Rick Fedrizzi, president, CEO and founding chair, USGBC. "It has always been a core priority that USGBC be transparent and inclusive. With Judith leading the marketing and communications team, our role in the green building movement will take another step forward, as she helps drive market uptake of LEED, awareness of our educational framework, engagement with our advocacy and policy initiatives, profile for our National Green Schools campaign, strategy for our international reach, and understanding of the role of the Green Building Certification Institute in helping drive the green building movement forward."

Webb's expertise in helping firms adopt the higher value benefits of sustainability, human health and social entrepreneurship has become not only a strategy for success for her clients, but also a mantra for her accomplished career, saying "it's never about what you do, it's about what 'what you do' does for your customers, your employees, the Street and the Hill. And it's the ability to tell that story powerfully that is the surest path for success."

A University of Georgia Grady Journalism school grad, Judith chairs the Environmental Sector of the Public Relations Society of America, is a member of the Urban Land Institute, a board member of EarthShare of Georgia, and a volunteer for Lilburn Cooperative Ministries. She lectures widely on communications theory, and has provided spokesperson training and executive-level coaching to some of the leading names in green business.

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**U.S. GREEN BUILDING COUNCIL**

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## **U.S. Green Building Council**

The USGBC community is transforming the way we build, design and operate our buildings for healthier places that save precious resources for people to live, work, learn and play in. USGBC is helping create buildings and communities that regenerate and sustain the health and vitality of all life within a generation. Headquartered in Washington, D.C., the Council is the driving force of the green building industry, which is projected to contribute \$554 billion to the U.S. gross domestic product by 2013. USGBC leads a diverse constituency of builders and environmentalists, corporations and nonprofit organizations, elected officials, concerned citizens, teachers and students. The USGBC community comprises 80 local chapters, 17,000 member companies and organizations, and more than 140,000 individuals who have earned LEED Professional Credentials. Visit [www.usgbc.org](http://www.usgbc.org) for more information.