

Eppa Rixey

rixey@mit.edu | Cell: 513-312-0811 | 126 Harvey St. Unit 1, Cambridge, MA 02140 | www.epparixey.com

Education

Massachusetts Institute of Technology: Sloan School of Management

- Ph.D. in Management
- SM in Management Research – Awarded Goodwin Medal for “conspicuously effective” teaching by graduate student
- *Dissertation*: “Coevolution of Small Business Strategy and Regulation: A Mixed-Methods Study of United States Craft Breweries”

University of California Berkeley: Haas School of Business

- MBA – Awarded Highest Academic Achievement & Defining Principles: “Student Always” Awards

Vanderbilt University

- BE: Mechanical Engineering - Minor: Human & Organizational Development – Awarded Founders Medal (valedictorian)

Summary

Experienced strategist for firms and nonprofits. Award winning teacher and researcher focused on social and political strategies. Passionate about business sustainability and combating climate change. Thrives in interdisciplinary and cross-functional teams. 10+ years of experience as a corporate strategist specializing in sustainability and government relations and 4+ years of experience as a community organizer advocating for sustainable urban development around Cambridge’s largest environmental justice community. Skilled in multiple methods, including ethnographic field research, history, geography, interviews, policy/legal analysis, and statistics.

Experience

Embedded Research and Consulting, LLC Cambridge, MA 2025 – Present
Founder and independent consultant

Alewife Study Group (alewife.org) Cambridge, MA 2021 – Present
Leadership Team

- Collaborated with developer IQHQ, city government, and neighborhood organizations on community process and vision for Jerry’s Pond, a proposed 9 acre privately owned public space that will be part of Mass Audubon’s Nature in the City Program
- Reviewed plans and negotiated to: 1) reduce harm from known contaminants, 2) protect existing trees and improve habitat, 3) increase native biodiversity, 4) manage invasive species, 5) provide ADA accessibility & amenities reflecting community input, and 6) ensure long-term protection of Jerry’s Pond through a conservation restriction

Lagunitas Brewing Company (>\$250M in annual revenue) Petaluma, CA 2013 - 2019
Director of Strategic Planning

- Coordinated cross-functional creation of a 5-year sustainability plan and managed major sustainability initiatives for 5+ years
- Built a revenue management department by managing two direct reports and developing necessary processes and tools

Sr. Strategic Planning Manager

- Worked with CFO to overhaul raw materials forecasting and develop a groundbreaking 20-yr sustainable hop farmer contract
- Assisted with scoping and implementation of Lagunitas’ first data warehouse and managed an analyst

Strategic Planning Manager

- Participated in due diligence analysis and integration efforts related to Lagunitas’ acquisition by Heineken (~\$1B valuation)
- Led due diligence for new brewery in Azusa, CA and expansion in Petaluma - including negotiations with government officials
- Researched, developed, and managed \$10M water re-use and 2.1 MW solar projects that halved water & energy use
- Created plan for and managed the launch of limited release beers known as the OneHitter series (>\$10M in annual revenue)

Bain and Company Dallas, TX 2010 - 2013
Associate Consultant

Perot Museum of Nature and Science (nonprofit)

- Developed strategy for improving governance and expanding board opportunities to enhance fundraising and engagement

Bain Macro Trends Group

- Performed in-depth analysis of global demography and the movement of capital in world markets over the next ten years

Strategy Department of a leading global brewer (>\$40B in annual revenue)

- Analyzed competitive landscape, profit pools, consumer dynamics, and market potential of spirits vs. beer in the US

Strategy Department of a leading US airline (>\$17B in annual revenue)

- Supported long-term strategy definition meetings held by the senior management team
- Created strategic playbooks outlining market strategies and the integration of a recently acquired airline into their network

Network Planning Department of a leading US airline (>\$17B in annual revenue)

- Developed a comprehensive talent management system
- Managed team to implement a schedule evaluation program that led to an estimated \$50M in annual revenue improvement

Volunteering

Green Cambridge Board of Directors	2025 - Present
Alewife Study Group Leadership Team, Cambridge MA Neighborhood Group (Alewife.org)	2021 - Present
Vanderbilt University San Francisco Alumni Association Chapter Co-President, San Francisco CA	2015 – 2019
Boy Scouts of America Unit Commissioner and Activities Coordinator, Dallas TX	2012 – 2013
Vanderbilt Engineering School President (elected by peers), Nashville TN	2010 – 2011
Project Ulpan (building rural, renewable power systems for indigenous populations), Alta Verapaz, Guatemala	2010 – 2011

Honors and Awards

- MIT Goodwin Medal winner for “conspicuously effective” teaching 2024 (\$7,000)
- Strategic Management Society Will Mitchell Dissertation Research Grant Program Scholar 2023-2024 (\$9,000)
- Berkeley Haas Highest Academic Achievement Award, 2019 (best MBA GPA)
- Berkeley Haas Defining Principles Award: Student Always, 2019 (nominated by peers)
- U.S. Chamber of Commerce Foundation MBA Case Competition Finalist, 2017
- Founder’s Medal for Engineering at Vanderbilt University, 2011 (best engineering GPA)
- Leadership Award Recipient for Vanderbilt Mechanical Engineering Department, 2011
- Member of Tau Beta Pi honor society for engineering students
- Eagle Scout and member of the Order of the Arrow scouting honor society

Skills

Interpersonal skills

- Experience in fundraising from consulting work with a large nonprofit and leadership of a large alumni organization
- Skilled negotiator and community builder with experience working with environmental justice populations
- Managerial experience, including mentoring analysts and building a department from scratch
- Excellent written and verbal communication skills, including presentations and public speaking with varied audiences
- Strong teaching skills based on student-centered pedagogy, teaching certificate from MIT in 2023 and award in 2024

Technical skills

- Proficient in a wide range of analytic tools, including: financial modeling, scenario analysis, organizational design, QDA (qualitative data), GIS (geographic data), and statistical analysis
- Extensive experience with municipal and state-level regulatory analysis in the United States
- Successful grant writer, grant writing certificate from MIT in 2025
- Expert in both Microsoft (Word, Excel, PPT, Outlook, Teams) and Google (Docs, Sheets, Slides, Gmail, Meet, Earth) software and online productivity tools, including Zoom, Slack, GitHub, and GenAI (e.g. ChatGPT)