

HYE YEONG KWON (pronounced Hay Young)

PROFESSIONAL EXPERIENCE

Center for Watershed Protection (CWP) — *Executive Director / Chief Executive Officer* | 2003 – Present

Lead a national nonprofit organization that has grown rapidly under my leadership. CWP is recognized as a national leader in water resources, stormwater management, watershed planning, and environmental site design, with a diversified revenue portfolio including federal and state agency contracts, foundations, membership, licensing, and individual gifts.

- Serve as chief executive, managing all aspects of association operations: finances, HR, program delivery, compliance, and board engagement for a national organization with over 2,500 members.
- Developed and launched the Clean Water Certificate (CWC) Program—the nation's first ANAB-accredited green infrastructure and stormwater workforce training program—specifically designed to recruit, train, place, and retain individuals from low-income and underemployed communities into living-wage careers in the stormwater industry.
- Designed CWC to integrate with existing workforce development providers and community organizations, creating a structured pipeline from outreach and recruitment through job placement and employer retention support.
- Directed strategic planning processes, setting measurable goals and tracking organizational effectiveness; led organization through growth, restructuring, and change management.
- Managed multi-million dollar federal and state grants and contracts, including compliance with all regulatory and reporting requirements—directly analogous to managing Cooperative Agreement obligations.
- Cultivated relationships with federal agencies (EPA, NOAA, Department of the Interior), state agencies, local governments, and national nonprofits, serving as the primary organizational spokesperson.
- Built and maintained a highly engaged Board of Directors; provided governance training, cultivated board member relationships, and kept the board informed on strategic priorities and financial health.
- Diversified revenue from a handful of government contracts to a robust mix including foundations, individual donors, membership fees, licensing revenue, and consulting services.
- Founded the ANSI-certified Clean Water Certificate program, partnering with accreditation bodies and workforce development organizations nationally.
- 2025 Daily Record Most Admired CEO, Nonprofit—recognized by board members and staff.

Arca Environmental, LLC — *Owner / Principal Consultant* | 2019 – Present

MBE/WBE/SBE consulting firm providing nonprofit advisory services, including to Maryland Association of Nonprofit Organizations.

- Provide strategic consulting to nonprofit executives on finances, board relations, program expansion, and fundraising.
- Facilitate peer learning sessions for executive directors to share best practices on organizational growth and sustainability.
- Contractor to Maryland Association of Nonprofit Organizations, supporting nonprofit capacity building statewide.

Center for Watershed Protection, Inc. — Assistant Director | 1996 – 2003

Provided direct support to the executive director, led major programmatic initiatives, spearheaded foundation and individual fundraising, and managed organizational finances.

- Supervised multiple professional staff and managed complex, award-winning projects.
- Served as primary board support, managing governance materials, communications, and meeting facilitation.

EDUCATION

Master of Business Administration (MBA) — University of Maryland | Focus: Nonprofits

Master of Science (MS) — University of Maryland | Major: Management

Bachelor of Science (BS) — University of Maryland, College Park | Major: Biology

BOARD APPOINTMENTS

Chair, Credit Committee — State Employees Credit Union of Maryland | 2025 – Present

Credit Committee Member — State Employees Credit Union of Maryland | 2019 – Present

AWARDS & RECOGNITION

• 2025 – Most Admired CEO, Nonprofit — The Daily Record	• 2007 – Maryland Distance Learning Course of the Year, Environmental Management 360
• 2012 – Media Award, Lake County Stormwater Commission, IL	• 2000 – Maryland Chapter APA Professional Achievement Award (Zoning Category)
• 2010 – Nonpoint Source Education for Municipal Officials Lifetime Mensch Award	• National Environmental Education Achievement Award — NEETF, Land Use & Natural Resources

TECHNICAL SKILLS

Software: Microsoft 365 (Word, Excel, Outlook, PowerPoint, Teams), QuickBooks, BigTime, Diligent Boards, Zoom, Canva.