

RUSSELL SCHWEISS

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A seasoned professional with extensive experience in long-range land strategy, complex land use permitting, regulatory, government and public affairs.

EXPERIENCE

NOVEMBER 2016 – CURRENT

VICE PRESIDENT – LAND & RESOURCE STRATEGIES (CURRENT)

VICE PRESIDENT – MINE PERMITTING, LAND MANAGEMENT AND PUBLIC AFFAIRS

DIRECTOR – PUBLIC AFFAIRS, LAND & RESOURCE STRATEGIES

DIRECTOR – LAND & RESOURCE STRATEGIES, MOSAIC FERTILIZER LLC

Provide leadership and oversight for the design, development, and deployment of an integrated end to end land strategy including mine permitting, reclamation, ecology, compliance and land management and agricultural activities. Develop and drive strategic activities to double the size of Mosaic's agricultural business by expanding on reclaimed land. Provide advice and expertise on applicable permitting and reclamation related regulations and legislation. Partner with other groups throughout Mosaic to provide strategic leadership for mines planning, reclamation, and related initiatives. Direct the preparation and submittal of required annual governmental report activities and promote compliance in all permitting and reclamation related activities.

JUNE 2014 – NOVEMBER 2016

**DIRECTOR – CORPORATE COMMUNICATIONS & COMMUNITY RELATIONS,
RAYONIER ADVANCED MATERIALS**

Responsible for all corporate communications, community relations and local government relations in support of operating locations in Fernandina Beach, Florida and Jesup, Georgia. Served on various committees and councils driving key business initiatives within the company including Sustainability Council, Continuous Improvement Steering Committee and Disclosure Committee. Successfully executed strategy to secure necessary modifications to Fernandina Beach local comprehensive plan and land development code to support new joint venture project. Work with local economic development board to secure incentives for company investment in joint venture opportunities. Develop grassroot support plan to encourage reasonable terms for renewal of the NPDES permit at the company's Jesup, Georgia Plant. Develop and execute communications plans in support of the company's Transformation, Continuous Improvement and Innovation initiatives. Develop and lead process to brand new products as they emerge from the company's innovation pipeline.

FEBRUARY 2013 – JUNE 2014

DIRECTOR – CORPORATE COMMUNICATIONS, RAYONIER

Responsible for all internal and external communications in support of manufacturing, timber, real estate and hunting lease businesses. Executed successful communications campaign to create a path to resolve a decades long property tax dispute in Wayne County, Georgia. Assisted hunting

program in managing political and community issues related to an expansion of hunting lease program onto landholding on the Olympic peninsula in Washington State. Provided all communications support for the spin-off of Rayonier Advanced Materials, including messaging development for internal, external and investor audiences. Drove naming and brand development for Rayonier Advanced Materials prior to spin-off.

FEBRUARY 2009 – FEBRUARY 2013

MANAGER – PUBLIC AFFAIRS, MOSAIC FERTILIZER LLC

Served as primary spokesperson for the Phosphate business segment. Helped to establish appropriate public affairs structure to support a robust years-long mine permitting process across three separate counties in Central Florida. Worked closely with Director, Mine Permitting to develop permitting strategy and supporting public affairs campaigns. Helped create development plans for key permitting staff to enhance communications skills in preparation for meetings with regulators and presentations before public boards and commissions. Played key role on litigation teams to ensure communications and grassroots efforts aligned with the company's position and provided pressures to drive litigation to desired outcomes. Developed strong knowledge of company's mining operations and leveraged knowledge to establish credibility with long-critical media outlets.

SEPTEMBER 2006 – MARCH 2008

DIRECTOR – PUBLIC RELATIONS, HARCOURT ASSESSMENT / PEARSON

Worked directly with CEO to execute 6-month turnaround plan for company, including a 10 percent reduction in workforce, internal communications to rebuild morale after near failure during 2006 testing season and deliver a communications plan to increase acceptance of continuous improvement efforts. Developed engagement plan and worked directly with CEO to re-establish trust with Departments of Education in states where testing programs failed in the prior year. Responsible for public policy and government relations in a rapidly changing policy environment following the adoptions of the No Child Left Behind Act. Developed and executed marketing plans in support of assessment products geared toward U.S. school system's adoption of policies related to the Individuals with Disabilities Education Act of 2004. Upon announcement of intended acquisition, worked with Pearson to establish plans for post-acquisition integration. Executed and facilitated Day 1 introduction of Pearson CEO to Harcourt Assessment employees.

APRIL 2005 – SEPTEMBER 2006

SENIOR PRESS SECRETARY, OFFICE OF GOVERNOR JEB BUSH

Served as primary spokesperson for the State of Florida during a period of intense hurricane activity and numerous controversies involving state agencies. Provide oversight of media relations efforts of eight different state agencies. Travel with Governor Bush and manage media interactions at public events. Join Governor at editorial board meetings with major daily newspapers around the state and assist to deliver strong messaging in support of the Governor's key policy initiatives. Conduct daily interviews with newspaper, radio and TV reporters.

2004 – 2005

PRESS SECRETARY, FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION

Lead agency's external communications efforts and supervise all press office staff. Work with Governor's office on messaging on controversial environmental issues. Execute campaign to enhance visibility of Secretary Castille and raise awareness on key initiatives of the agency. Lead agency's media response to a number of hurricane related issues through Hurricanes Charley, Frances, Ivan and Jeanne. Engage in an active campaign to recast the agency's image as it related to the Piney Point phosphate site in Manatee County.

2002 – 2004

ASSIGNMENT MANAGER, WFLA-TV

1999 – 2002

ASSIGNMENT EDITOR, WESH-TV

1998 – 1999

ASSIGNMENT MANAGER, FLORIDA'S NEWS CHANNEL

1995 – 1998

POST PRODUCTION EDITOR, WSIU-TV

EDUCATION

MAY 1998

BACHELOR OF ARTS – RADIO-TELEVISION PRODUCTION, SOUTHERN ILLINOIS UNIVERSITY