

Robert Henrikson • Biographical Summary

Green business entrepreneur with over 30 years experience in sustainable development of natural resources such as algae, bamboo and forest carbon, developing business models for the green economy for our health, our society, and our planet.



For 20 years, Robert was President of Earthrise Company, pioneer in spirulina algae. He developed Earthrise® Spirulina and Green Superfood brand products in the USA and 30 countries, selling in natural foods and feed supplement markets. Published the book "Spirulina World Food" in 2010, based on "Earth Food Spirulina" translated and published into 6 international editions.

Robert is an advisor and consultant to companies on business development, branding, sales, marketing and media strategy. He advises several algae companies and investors in algae business ventures and presents at conferences and summits.

Founder, International Algae Competition. 2010-Present.

The 2011 International Algae Competition is a global challenge to design visionary algae food and energy systems: algae landscape designs, algae production systems, new algae foods. www.algaecompetition.com.

Consultant, AlgaeAlliance.com. 2009-Present.

Advising companies and investors in algae business ventures. Algae Alliance is a network of independent algae consultants in production, processing, product development, marketing, sales. www.algaealliance.com. www.spirulinasource.com.

Green Business Entrepreneur, President, Ronore Enterprises Inc. 1988-Present.

Business Entrepreneur. Advisor and consultant to companies and non-profits, including business development, branding, sales, marketing and media strategy. Author and publisher of books, films and DVDs. www.roberthenrikson.com.

COO and CFO, Harmony Festival, Inc. 2009-Present. Harmony Festival is Northern California's premier music, camping and progressive lifestyle celebration in Santa Rosa CA each June. 2010 was the largest event ever, with over 30,000 attendees. In 2011, Harmony is expanding to multiple national venues. www.harmonyfestival.com.

CEO, Bamboo Technologies. 2003-2008. Bamboo Technologies has been the world leader in international code certified bamboo buildings. First to build engineered, manufactured bamboo homes in the USA. Green buildings for all climates. Bamboo Living® Homes trademark. www.bamboolive.com.

Published "Visionary Bamboo Designs for an Ecological Future". 2007-2008. This book represents the best 50 bamboo building designs of the International Bamboo Building Design Competition. www.bamboosun.com.

Created International Bamboo Building Design Competition. 2006-2008. An Architecture Design Competition of Structural Bamboo Buildings: "Visionary Designs for Ecological Living". Registrants from 64 countries, 250 submitted architectural designs. www.bamboocompetition.com.

Published "Folding Time and Space at Burning Man" DVD. 2002-Present. Documentary video producer and DVD author and publisher. www.folding-time.com. Panoramic photographer: www.panmagic.com.

Co-Owner, Hana Palms Retreat. 2001-Present. Botanical paradise retreat at Hana Gardenland in Hana Maui. Botanical gardens, vacation retreats, agricultural and eco tourism. www.hanapalmsretreat.com.

CEO, BBrilliant.com. 2000-2002. Provider of E-Commerce Technology for B2C, B2E and B2B marketing and printing solutions: customizable personalized design and order systems for printed products, business cards and promotional materials.

Co-Owner, Wild Thyme Farm. 1988-Present. Sustainable forestry and permaculture farming eco-community. 150 acres of farm, forest and retreat center near Olympia Washington. www.wildthymefarm.com.

President, Earthrise Company. 1981-1999. Pioneer in cultivating and marketing spirulina algae, a green superfood. Built world's largest spirulina farm in California with Dainippon Ink & Chemicals of Japan. Marketed Earthrise® Spirulina and green superfoods brand supplements in USA and 30 countries, selling in the natural foods and feed supplement markets. www.earthrise.com. www.spirulina.com.

Published "Earth Food Spirulina". 1989-1999. How this remarkable blue-green algae can transform your health and our planet". 5 USA editions 1989-1999. Translated and published in 6 international language editions. www.spirulinasource.com.

Vice-President, Proteus Corporation. 1977-1981. Built the first spirulina prototype farm in Imperial Valley, CA. and opened first USA health food market for algae.

Previous experience. 1970-1976. Independent financial consultant for start-up companies, 1975-76. Instructor for Arica Institute, San Francisco, CA, 1974-75. Accounting and corporate loan training, Chase Manhattan Bank, NY, 1973-74. Independent travel in Europe and Asia, 1971-72. Reserve Officer, active duty, U.S. Navy, Pacific, 1970-71.

Princeton University. BA, International Politics. 1966-1970.

contact: Robert Henrikson, Ronore Enterprises Inc, PO Box 909, Hana HI 96713 USA.
C: 808 264 8184 • E: roberthe@sonic.net • T: 808 248 8610
