Olivia Jacobs

Principal | Xyla Land and Resource Advisors, LLC

M.Sc. Environmental and Forest Sciences (University of Washington)
B.A. Environment, Economics, and Politics (Claremont McKenna College)

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Olivia Jacobs, M.Sc., is the Founder and Principal of Xyla Land and Resource Advisors. Olivia has extensive education and over nine years of experience in timberlands strategic planning, forest carbon markets, and environmental regulation.

At Xyla, she helps clients understand, assess, and maximize the value of timber and forest carbon opportunities while focusing on innovative and high integrity outcomes. Key projects at Xyla include assessing the financial feasibility of a variety of forest carbon projects, including afforestation and improved forest management projects in the U.S. and abroad. She develops carbon projects and creates tailored communication strategies to effectively communicate carbon programs and initiatives.

Olivia also works with clients on strategic initiatives related to forestry markets in the U.S. Leveraging data, research, and a broad network of experts, Olivia assists clients in understanding, evaluating, and scoping North American forestry markets to meet business development objectives.

As a Senior Analyst at Weyerhaeuser, Olivia was responsible for spearheading the development of the company's first voluntary carbon offset project, ensuring that the project generated high integrity credits and sustainable timber harvest while adding value to Weyerhaeuser's timberlands. She also conducted carbon project feasibility assessments across potential acquisitions, divestitures, and current holdings and developed a breakeven financial model to quantify the carbon price needed to incentivize alternative management practices across various geographies and offset methodologies.

At the University of Washington, Olivia received her Master of Science from the School of Environmental and Forest Sciences, focusing on the economic, environmental, and social benefits of forests and forest products. She researched the climate benefits of Washington state's private forestry industry, presenting the work at multiple conferences. Additionally, Olivia conducted and published independent research to evaluate the use and familiarity of environmentally-certified wood products (SFI and FSC) in the U.S. homebuilding industry.

Prior to attending the University of Washington, Olivia was a consultant at iWorkWise, where she helped clients meet and exceed environmental and safety regulations. Here, she negotiated key terms of a consent decree with the Environmental Protection Agency on behalf of the client and developed environmental management plans to ensure compliance with Clean Water Act, Clean Air Act, and Occupational Safety and Health Act obligations.

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Forest Carbon Expertise

- Develop financial models to assess the feasibility of forest carbon projects across North and South America, creating a portfolio of opportunities to allow clients to make strategic decisions. Models use improved forest management and afforestation/reforestation methodologies across multiple registries and evaluate outcomes under various economic and market outlooks.

- Create internal and external communication strategies, tools, and resources to effectively communicate carbon projects and programs. Resources are always purposefully tailored to a variety of audiences, including industry groups, investors, internal stakeholders, and the public.

- Develop carbon projects, working with internal and external stakeholders to ensure projects align with business objectives and strategies. Key tasks include writing project documentation, analyzing carbon projections and carbon accounting, creating external communication tools, and evaluating baseline quality.

- Develop and maintain a proprietary database of all voluntary and compliance U.S. forest carbon offset projects. Dataset summarizes project landowner, location, and size; landowner type; credit allocations, retirements, and buyers; and other key metrics to provide market intelligence and benchmarking capabilities.

- Spearheaded the development of Weyerhaeuser's first voluntary carbon offset project using the American Carbon Registry's Improved Forest Management methodology. Work included feasibility, scoping, and financial analyses; GHG plan and documentation development; and harvest scheduling management.

- Developed a breakeven model which calculated the carbon price that would incentivize alternative management practices across different regions and carbon offset methodologies in the United States.

- Developed a replicable process to rapidly assess the carbon offset potential of acquisition and divestitures across timberlands in the United States.

Natural Resource Strategic Planning Expertise

- Provided analytical expertise to develop a comprehensive application that demonstrates the sustainability of working forests in the U.S. Analysis aggregated a variety of public and private datasets that demonstrate the environmental and economic benefits of the U.S. forestry and forest product industries.

- Researched and wrote a report for a European-based company on North American forestry and forest product markets. Analytics and findings allowed client to assess appropriate entry points and create a strategy for business development in North America.

- Employed statistical and qualitative models to develop near- and long-term price forecasts for forest and forest product commodities, evaluating supply and demand metrics specific to micromarkets in North America. Process employed quantitative statistical models, including multiple regression, i-spline functions, and econometric analyses. Forecasts were used to drive harvest scheduling decisions, land transactions, and strategic silvicultural initiatives. Process also involved evaluation of price impacts to domestic and export shocks in the global forestry supply chain.

- Conducted novel research to evaluate the global impacts of the European Spruce Beetle outbreak. Market intelligence allowed the company to evaluate how it could best position their export businesses in the near- and long-term. Research included peer-reviewed literature, spatial analysis, and third-party publications and was presented to multiple levels of management.

- Developed a market intelligence application to benchmark a timberland company's position in the global forest product trade. The PowerBI tool summarized trade volumes, prices, and other key trade metrics and was used to make strategic export decisions. The application compiled internal and external data sources via application programming interfaces (API) and database connections to ensure timely and accurate data reporting.

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EDUCATION

University of Washington
Master of Science: Environmental and Forest Sciences

- Xi Sigma Pi National Forestry Honor Society
  Chapter President, *2018-2019*

- SEFS Peer Mentor
  2018-19 Academic Year

- Graduate Research Opportunity Enhancement Fellowship
  2018-19 Academic Year

- SEFS Graduate Recruitment Fellowship
  2017-18 Academic Year

Claremont McKenna College
Bachelor of Arts: Environment, Economics, and Politics (EEP)

- Magna Cum Laude

- Departmental Honors in EEP

PRESENTATIONS

"A Vision for Working Forests and Wood as Carbon Solutions"
  Washington Forest Protection Association Annual Meeting
  Olympia, WA, November 17, 2022

"Strategic Planning at Weyerhaeuser – The European Spruce Beetle Case Study"
  University of Washington Guest Lecture
  Seattle, WA, December 12, 2019

"The Role of Washington's Private Forests in Mitigating Global Warming"
  Washington Forest Protection Association Board Meeting
  Olympia, WA, September 11, 2018

Carbon market fundamentals and intelligence
  Presented internally at Weyerhaeuser to a variety of audiences and
  levels of management. Ongoing presentations, 2019-2022.

COURSES TAUGHT

"Environmental Science and Resource Management 403 – Forests and Economic Development in the Tropics"
  Teaching Assistant, University of Washington, Spring 2018

"Qualitative Sciences 482 – Statistical Inference in Applied Research"
  Teaching Assistant, University of Washington, Fall 2018

"Stormwater Pollution Prevention Planning – Testing and Monitoring Requirements"
  Lead Instructor, iWorkWise, 2016

"Freon Management and Clean Air Act Compliance"
  Lead Instructor, iWorkWise, 2016-2019

ANALYTICAL SKILLS

- PowerBI
- RStudio
- ArcMap
- ArcPro
- SQL Server Management Studio
- EViews
- Multivariate statistics
- Structural equation modeling

DATA + DATABASE EXPERTISE

- USFS EVALIDator
- Carbon registry databases (Verra, ACR, CAR, CARB, Gold Standard)
- USA Trade
- F2M SilvaStat
- Forest Economic Advisors
- Forisk
- Fastmarkets RISI
- Bloomberg Terminal

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PUBLICaTIONS

Jacobs, Olivia. "An Exploratory Analysis of Environmentally-Certified Wood Products (ECWPs) in the Residential Leadership in Energy and Environmental Design (LEED) Market: 2018 and 2011." M.S. thesis. University of Washington, 2019.

> Conducted novel research to understand U.S. homebuilders' and remodelers' awareness, perceptions, and use of FSC- and SFI-certified wood products. Research compared survey results to a similar study conducted in 2011 to identify trends in the LEED and ECWP markets.

Jacobs, Olivia. "The Simple Truths of Safety at Sea for Alaskan Tender Vessels: Feasible Regulatory Changes to Prevent Vessel Casualties in the 17th Coast Guard District Tender Fleet." B.A. thesis. Claremont McKenna College, 2014.

> Assessed tender vessel fatalities and casualties in the Alaska commercial fishing industry and proposed practical and constructive regulation to reduce the frequency and severity of such events. Research, proposal, and outcomes were a joint effort in partnership with private stakeholders, consultants, the United States Coast Guard, and academia.

Jacobs, Olivia. "Chapter 1: Sea Level Rise: Current Knowledge and Future Predictions." In Global Climate Change and Natural Resources, edited by Dr. J. Emil Morhardt, 11-29. Claremont, California: Roberts Environmental Center Press, 2013.

> Provided a comprehensive review of the state of research on global sea level rise.

COMMUNITY ENGAGEMENT

Claremont McKenna College Roberts Environmental Center, Project Advisor
Seattle, WA (remote) 2022-present

Bryant Elementary School Science Fair, Mentor
Seattle, WA, 2019

Girls on The Run, Coach
Seattle, WA, 2017

Uncommon Good, Mentor
Claremont, CA, 2013-14