

PROFESSIONAL PROFILE



CONSERVATION
ECONOMY
SOLUTIONS

DR JULIA BAUM

FOUNDER

*(Ph.D., University of Cape Town;
EMBA, Quantic School of Business and Technology)*



As a Conservationpreneur, Dr Julia Baum has a strong passion for social-ecological research, conservation work, communication, and entrepreneurship.

She is a systems thinker and storyteller with an academic background in ecology and further education in business administration.

Her career represents a proud mixture of diverse roles because she believes in learning, personal development, and growth.

Her work ethic is based on attention to detail, curiosity, flexibility, reliability, positivity and ambition.

CONTACT



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[@dr.juliabaum](https://www.instagram.com/dr.juliabaum)



EXPERIENCE

Current
since 2017

Founder and Director

PLCnetwork of the Southern Hemisphere [www.plcnetwork.co.za]
Vision: Achieving a paradigm shift in the conservation sector towards a global conservation economy for inclusive transformation.

Since Feb 2023

Chief Research Officer at AidBlock, Ghana
Blockchain for biodiversity

Since Jan 2023

Associate at REWILDING SOUTHERN AFRICA magazine, South Africa

July 2022 -
Apr 2023

Partnerships & Conservation Entrepreneurship Advisor at African Wildlife Economy Institute, Stellenbosch University, South Africa (Consultant)

Aug 2021-
June 2022

Programmes Manager at African Wildlife Economy Institute, Stellenbosch University, South Africa

Theory of Change, impact reporting, fellowships and partnerships management, fundraising & grant proposal writing, web content management, stakeholder engagement events, team mentoring

Sept -
Oct 2020

Consultancy: External subject matter expert: National Diploma in Natural Resource Management. Southern African Wildlife College, Hoedspruit, South Africa

Training materials development: chapters 'Conservation Communication' and 'Conservation Business Administration'

2019 - 2020

Research and Communication Manager. Lushomo, Seapoint, Cape Town, South Africa (Service Provider)

Data and information design, report editing, client liaison, designer liaison, website structure and content management

Aug 2018

Visiting Lecturer: Module Natural Resource Economics. Southern African Wildlife College, Hoedspruit, South Africa

2017 - 2019

Co-founder and Communication Manager, Khadim's Coffee Shop, Cape Town, South Africa

2016 - 2017

Environmental Researcher. C4 EcoSolutions, Tokai, Cape Town, South Africa
Proposal writing: Ecosystem-based climate change adaptation projects, via Green Climate Fund; Research: soil-plant interactions influencing woody encroachment (including soil data collection in Kruger National Park)

2015 - 2016

Director of Research and Conservation. Cape Town Research and Conservation Initiative, Langebaan, South Africa





QUALIFICATIONS

- 2022 - 2023**
 - Executive MBA**, Cohort 43, May 2023. Quantic School of Business and Technology, USA (disruptive online degree).
- Sept 2022**
 - MarCom 360**. Certification, ATLAS Network Academy
- June 2022**
 - Think Tank 360**. Certification, ATLAS Network Academy
- 2021**
 - Non-Profit Fundraising Essentials**. Acumen Academy
- 2017**
 - Project Management for Strategic Advantage**. NQF Level 7, University of Stellenbosch Business School, South Africa
- 2012 - 2016**
 - Ph.D. Conservation Biology**. Percy FitzPatrick Institute of African Ornithology, DST/NRF Centre of Excellence, University of Cape Town, South Africa. Dissertation: *'The influence of location on the structure and functioning of Private Land Conservation networks in the Western Cape Province of South Africa'*
- 2004 - 2011**
 - M.Sc. Geocology (Dipl.-Geoök.)**. University of Bayreuth and Karlsruhe Institute of Technology, Germany
2006-2007: ERASMUS exchange at SLU, Uppsala, Sweden



COMPETENCE

Languages

Latin - proficiency certificate (Großes Latinum)
German - native; English - proficient (C1)
Swedish - intermediate (B2); French - basic knowledge (A2)
(codes refer to the European Language Portfolio)

Technical

Full computer literacy; GIS; Remote Working (GoogleSuite, Videoconferencing, etc.), Web Content Management; Social Media

Skills & Themes

Conservation & Protected Areas; Global Change; Social-ecological Systems; Lecturing & Training; Stakeholder Engagement; Partnerships Development; Popular/Academic Publishing & Speaking; Information Design/ Communications/ Storytelling; Project Management; Entrepreneurship & Innovation; Think Tank Strategy; Theory of Change & Impact; Grant/Report Writing; Feminine Leadership; Mentoring

COMMITMENT & CREATIVITY

Current

• **Mentor.** Career and personal guidance for young professionals in the conservation sector

Current

• **Julia's Lens.** Photography. @julias.lens

Jan - May 2019

• **Pro-bono social enterprise consulting,** township of Khayelitsha, Cape Town, South Africa

2011

• **Translation of book** 'Trådarbeten – Flechtwerk' of Swedish graphic artist HC Ericson. Published 2011, Göteborgs Bokmässan. Carlssons Förlag, Sweden

1998 - 2004

• **Girls' Choir Singer.** Mädchenkantorei St. Eberhard, Stuttgart, Germany

AWARDS

2022 - 2023

• **Powell Impact and Sustainability Scholarship** for full tuition of Executive MBA, Quantic School of Business and Technology, USA

2019

• **Hult Prize 2019:** 3rd place out of 43, Melbourne Regional Summit, Australia. Multiply: Social enterprise for slum tourism & community upliftment (as co-founder)

2015

• **Postgraduate Publication Incentive (PPI) Funding.** Faculty of Science, University of Cape Town, South Africa

2014

• **Prize of best 'Point and Click Photo'.** Exposure Photo Competition 2014, Biological Science, University of Cape Town, South Africa

2012 -2015

• **DST/NRF Centre of Excellence: doctoral bursary.** Percy FitzPatrick Institute, University of Cape Town, South Africa





POPULAR & PEER-REVIEW PUBLICATIONS

2023

Conservation economy: How can we diversify incentives and income streams for conservation? Rewilding Southern Africa Magazine, Issue 2, Sept 2023

Anthony J Mills, Tercia Strydom, Jessica L Allen & Julia Baum (2023): **Potential geochemical constraints on tree seedlings in northern Kruger National Park grasslands.** Koedoe, Vol 65, No 1

Maximise Impact: How can we maximise impact from our conservation efforts? Rewilding Southern Africa Magazine, Issue 1, May 2023

2022

The human(e) in conservation. Can coaching contribute? Private Game Magazine, Issue 6, June 2022

Wildlife conservation efforts turn to NFT-funded initiatives. Interview with CoinTelegraph, 21 April 2022

Conservation innovation using blockchain solutions. Tokenizing wildlife: elephaNFTs, lionNFTs, and NFTcheetahs. Private Game Magazine, Issue 5, February 2022

Anthony J Mills, Tercia Strydom, Jessica L Allen & Julia Baum (2022): **The chemistry of the pedoderm – part 3: Colophospermum mopane shrublands and woodlands in the central Kruger National Park, South Africa.** African Journal of Range & Forage Science, Volume 39, Pages 339-343

Anthony J Mills, Tercia Strydom, Jessica L Allen & Julia Baum (2022): **The chemistry of the pedoderm – part 1: grasslands and savannas in the central Kruger National Park, South Africa.** African Journal of Range & Forage Science, Volume 39, Pages 329-334

2021

Mvundula Madzi: The Ground Hornbill that caused War. Conservation Fables: Teaching us key values. Private Game Magazine, Issue 4, July 2021

Mills AJ, Strydom T, Allen JL, Baum J. (2021): **Pedoderm chemistry in sodic patches on savannah hillslopes in the southern Kruger National Park, South Africa.** Afr J Ecol. 2021;00:1–5

A lonely Hippo in the Karoo. Private Game Magazine, Issue 3, May 2021

PLCnetwork of the Southern Hemisphere. Our Story. Private Game Magazine, Issue 3, May 2021

2017

Changemaker: Dr Julia Baum. Private Game Magazine, Issue 3, May 2021

Baum, J., Cumming, G.S., De Vos, A. (2017): **Understanding Spatial**

Variation in the Drivers of Nature-based Tourism and Their Influence on the Sustainability of Private Land Conservation. Ecological Economics, 140: 225-234

2016

Maciejewski, K., Baum, J., Cumming, G.S. (2016): **Integration of private land conservation areas in a network of statutory protected areas: Implications for sustainability.** Biological Conservation, 200: 200-206

De Vos et al. (2016): **Pathogens, disease, and the social-ecological resilience of protected areas.** Ecology and Society, 21(1): 20

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