

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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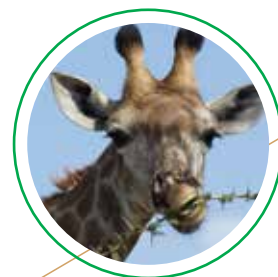


[@dr.juliabaum](https://www.instagram.com/dr.juliabaum)



EXPERIENCE

- Since May 2024**
 - Communications Consultant** at ISS African Futures & Innovation, Pretoria, South Africa
Curation of weekly Blog and monthly Newsletter; Expert liaison and partnership building for outreach
- Since Jan 2024**
 - Website Consultant** at ISS African Futures and Innovation, Pretoria, South Africa
Website user experience, structure, layout. Content strategy, revision, editing.
- 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 Purpose
- 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** at 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)





QUALIFICATIONS

- 2024 **Sky Blue Leadership Programme.** Certification, Common Purpose
- 2022 - 2023 **Executive MBA,** Cohort 43, May 2023. Quantic School of Business and Technology, USA (disruptive online degree).
- 2022 **MarCom 360 and Think Tank 360.** Certifications, ATLAS Network Academy
Running effective mentoring programmes. Certification, Mowgli Mentoring
- 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

German - native; English - proficient (C1)
Swedish - intermediate (B2); French - basic knowledge (A2)
Latin - proficiency certificate (Großes Latinum)
(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; Critical and Futures Thinking

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

2024

• **Strengthening the positive narratives in conservation.** Rewilding Southern Africa Magazine, Vol 2 Issue 1, Jan 2024

• **Rewilding European Landscapes: Letting nature lead.** Interview with Frans Schepers, Executive Director of Rewilding Europe. Rewilding Southern Africa Magazine, Vol 2 Issue 1, Jan 2024

• **The flight of predators: Ecuador's quest for the Andean condor.** Rewilding Southern Africa Magazine, Vol 2 Issue 1, Jan 2024

2023

• **Conservation economy: How can we diversify incentives and income streams for conservation?** Rewilding Southern Africa Magazine, Vol 1 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, Vol 1 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

2021

• 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

• **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



POPULAR & PEER-REVIEW PUBLICATIONS (CONT.)

- 2021 **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
- ORCID profile orcid.org/0000-0001-8804-876X

