



CONTACT

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QUALIFICATIONS

LEED AP

BA, English, Portland State University, OR

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

Portland + Oregon Sustainability Institute

Oregon Living Building Initiative

The Natural Step Network

US Green Building Council

PUBLICATIONS

“Get Great Workers - Green Your Building”, Area Development Magazine, July 2008

“Sustainability: Your Legal Responsibility”, Buildings Magazine, June 2005

Jay Coalson

LEED AP

Principal

As president and CEO of GBS, Jay is responsible for the creation and on-going development of a progressive, employee-owned consulting practice aspiring to function as a true triple bottom-line business. This includes defining business policies, developing business systems, financial management, strategic planning, marketing planning, sales planning and overall business administration, as well as managing the business development team and supporting efforts to identify and develop key business opportunities.

With over 15 years of marketing, communication and strategic planning experience, Jay has a passion for understanding client needs, providing clear communication and delivering unique, high quality products. Within the realm of sustainability Jay has taken a special interest in issues pertaining to social equity, especially around affordable home ownership and early childhood education.

Prior to joining Green Building Services, Jay was the Director of Business Development and a Senior Communications consultant for an Internet Marketing firm and supported clients such as Quaker Oats, Nestle, Sunbeam and Portland General Electric. Before that Jay was a Marketing Manager over Cleated Footwear for Adidas US and also spent six years in marketing communications and public affairs.

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