

William Nielsen

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EDUCATION

M.P.A. Cornell University, Cornell Institute for Public Affairs May 2014

B.Sc. Applied Economics - University of Minnesota December 2011
○ University of Oslo, Norway (2010 Semester abroad)

RELEVANT EXPERIENCE

Ecotone Analytics, Minneapolis, MN May 2018 – present
Chief Economist

- Leading social, economic, environmental and cost analyses for boutique consultancy to develop client strategy. Work includes designing and guiding analyses, spreadsheet model development, strategy mapping, and evidence reviews as well as writing reports and supporting client engagement on social, environmental, and economic analysis projects designed to distill outcomes and opportunities for client businesses, non-profit service providers, impact investors and foundations.
- Services provided include application and development of industry-aligned frameworks (e.g. TCFD, CDP, SASB, GRI, etc.) for consulting on social and environmental risk assessment and strategy development, impact measurement and management, cost-benefit analysis, advisory services on investment strategy, and external communications with data visualization.

World Bank Group, Washington, DC March 2016 – November 2021
Business Environment and Investment Climate Consultant

- Assessing public policy levers to support business practices that sustainably and equitably engage those living in the ‘base of the economic pyramid’
- Analyzing forms of business informality and interventions to support formalization to generate equitable economic outcomes
- Building trust between public and private sectors through behavioral insights
- Empowering displaced/refugee investors through public policy that support investment
- Conducting diagnostics and recommendations on preferential public procurement policies for multiple countries to support small and medium size enterprises
- Assessing the use of technology in public-private dialogue to generate equitable economic outcomes

Good Earth Pakistan, Minneapolis, MN / Khanewal, Pakistan November 2016 – April 2022
Business Development (part-time)

- Supported business plan and pitch deck development, as well as fundraising efforts for an Agri-Tech start-up in rural Pakistan that works with small-scale farmers.
- Managed mobile data collection, impact research, website and e-commerce development, and online marketing efforts.

The Democracy Lab, Minneapolis, MN / San Jose, Costa Rica February 2015 – present
Co-founder, Research Fellow and Advisor (part-time)

- Conducting research and analysis for Central American think tank on sustainable business and development theories, impact investing strategy in Central America, CSR strategy for multinational corporations, and Base of the Economic Pyramid (BOP) business opportunities designed to support social development goals.

Third Sector Capital Partners, Inc., San Francisco, CA November 2015 – February 2016
Management Consultant

- Developed template for process standardization of portfolio management review using spreadsheet

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modeling, and incorporating individual project scheduling, financial costs, and social impacts.

Singh Brothers Properties, Minneapolis, MN
Small Business Consultant

October 2014 – January 2015

- Consulted with 4 small businesses on topics including business valuation, business licensing, negotiating business partnerships, and developing marketing strategies.

Mesoamerica Investments, Ithaca, NY / San Jose, Costa Rica
Impact Investing Consultant

September 2013 - March 2014

- Wrote and presented report detailing market dynamics of the evolving impact investment sector including market definition, risk/return profiles, existing fund structures, financial vehicles utilized and market intermediaries.
- Developed firm specific recommendations for the creation and implementation of an impact investing fund in Central America.

PUBLICATIONS

ARTICLES PUBLISHED

- **Nielsen, William**; Marusic, Andreja; Ghossein, Tania; Solf, Sylvia. (2020). Re-thinking the Approach to Informal Businesses. Typologies, Evidence and Future Exploration. Finance, Competitiveness and Innovation Insight. World Bank, Washington, DC. © World Bank.
- Marusic, Andreja; Ghossein, Tania; Dalton, Abigail Goodnow; **Nielsen, William**. (2020) *Trust between Public and Private Sectors: The Path to Better Regulatory Compliance: Main Report (English)*. Washington, D.C. World Bank Group.
- **Nielsen, William**. (2017). *Technical Report: Policies that Promote SME Participation in Public Procurement*. Report published by the Donor Committee for Enterprise Development.
- **Nielsen, William**, Hensens, A., & Ackerknecht, L. (2014). *Implications of Shale Gas Development in the United States*. The Cornell Policy Review, 4.
- Timbers, A., **Nielsen, William**, Ackerknecht, L., Knight, K., Edwards, K., & Kononenko, R. (2014). *Green Bonds in Brief: Risk, Reward and Opportunity*. Report published by As You Sow.

CHAPTERS PUBLISHED

- Thomas, P., **Nielsen, William**, Roman, T., Shekels, S. (2022). Identifying, Mapping, and Measuring the Impact of Youth Workforce Pathways with Community Partners Using SDGs. In: Ridzi, F., Stevens, C., Wray, L. (eds) Community Quality-of-Life Indicators. Community Quality-of-Life and Well-Being. Springer, Cham. https://doi.org/10.1007/978-3-031-06940-6_8
- **Nielsen, William**, Salas, A., Castro, L. 'Impact Investing in Central America: An Analysis of the Growth, Diversity and Potential of a Young Investment Strategy in an Emerging Market.' Chapter for *Principles and Practice of Impact Investing: A Catalytic Revolution*. Edited by Veronica Vecchi, Luciano Balbo, Manuela Brusoni, Stefano Caselli. Greenleaf Publishing, August 2016.

HONORS AND AWARDS

- Inducted into Pi Alpha Alpha Global Honor Society for Public Affairs and Administration (2014)
- Selected as Environmental Finance and Impact Investment Fellow at Cornell University (2014)
- Cornell Institute for Public Affairs Fellowship Award (2012-2014)
- Graduated *magna cum laude* from University of Minnesota Honors Program (2011)
- Recipient of University of Minnesota's - College of Food, Agriculture and Natural Resource Sciences

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Scholarships from the Robert Henton Fund and the Thomas H. Canfield Memorial Fund (2010-2011)

- Recipient of University of Minnesota Gold Scholarship (2008-2011)

ADDITIONAL EXPERIENCE

- Member of World Economic Forum Global Shapers – Minneapolis Hub (2019-2020)
- Presenter on subject of Pay for Success Contracting to mayor's office of the city of Popayan, Colombia (2017)
- Blog writer for Advanced Conservation Strategies on subject of understanding impact and causality (2018)
- Guest blog writer for UpSpring Associates consultancy on subject of inclusive business (2016-2017)