

Robert Henrikson



Forty years experience in green business development in algae, bamboo and natural resources. Advises algae companies, investors and law firms in algae business development and strategies. CEO of Smart Microfarms, with scalable microalgae systems for school and community gardens, urban, rooftop and vertical farms to grow high value food that is local, sustainable and profitable.

For 20 years, Robert was President of Earthrise, pioneer in spirulina, founded the first US commercial algae farm and marketed Earthrise® Spirulina and superfood products in the USA and 30 countries.

Currently a consultant and advisor to companies, investors, and entrepreneurs in US and international algae business ventures. Founded International Algae Competition in 2010 to foster new algae

food and energy systems for our future. Presents at conferences, writes for industry media and has produced 20 educational videos. Member of the Algae Industry Magazine Science and Industry Advisory Board and contributing writer. Recent award: voted *Algae Ambassador* in Algae Industry Magazine 2015 International Readers Poll.

Publications: *"Earth Food Spirulina"* (1989) translated into 7 international editions. *"Spirulina World Food"* (2010). *"Bamboo Architecture"* (2011). *"Imagine Our Algae Future"* (2012) based on the Algae Competition. *"Algae Microfarms"* (2013).

CEO Smart Microfarms. 2011-Present.

Smart Microfarms is developing scalable microalgae systems for community, urban and rooftop farms and for algae entrepreneurs to grow high value algae food products that are local, sustainable and profitable. Operating commercial microfarm in SF Bay Area CA and marketing SpiruSource products. Microfarm testbed in Olympia WA. www.smartmicrofarms.com.

Published "Algae Microfarms". 2013.

How algae microfarms can help transform our food culture with school, community and urban gardens, rooftop, mobile and vertical farms and living buildings. www.smartmicrofarms.com.

Published "Imagine Our Algae Future". 2012.

Reviews algae production, products and potential today and showcases some of the amazing visions of our future from the International Algae Competition. www.algaecompetition.com.

Founder, International Algae Competition. 2010-Present.

The Algae Competition is a global challenge to design visionary algae food and energy systems: landscape designs, production systems and new foods. www.algaecompetition.com.

Founder, Algae Alliance. 2009-Present.

A network of independent algae consultants in commercial production, processing, product development, marketing and sales. Robert has advised algae companies, investors and law firms in algae business ventures, provided feasibility studies on commercial ventures, reviewed business plans and provided expert declarations and testimony in legal proceedings.

www.algaealliance.com. www.spirulinasource.com.

Green Business Entrepreneur and President, Ronore Enterprises Inc. 1988-Present.

Business Entrepreneur. Green Marketing, Communication, Publishing, Media. Advisor and consultant to companies, including business development, branding, sales, marketing and media strategy. Author and publisher of books, DVDs. www.roberthenrikson.com.

CFO, Harmony Festival, Inc. 2009-2011.

Northern California's premier music, art, ecology, camping and lifestyle celebration for the past 33 years at Sonoma County Fairgrounds in Santa Rosa CA. www.harmonyfestival.com.

Published "Bamboo Architecture in Competition and Exhibition". 2011.

Fascinating bamboo buildings and designs from the International Bamboo Building Design Competition and the 2010 Shanghai World Expo. www.bamboocompetition.com.

Published "Spirulina World Food". 2010.

Definitive reference book about spirulina algae. Translated into 7 international editions: Spanish, Chinese, Italian, Slovenian, Macedonian, Korean, Burmese. www.spirulinasource.com.

Published "Visionary Bamboo Designs for an Ecological Future". 2008.

This book represents the best 50 bamboo building designs of the International Bamboo Building Design Competition. www.bamboocompetition.com.

Created International Bamboo Building Design Competition. 2006-2008.

An Architecture Design Competition of Structural Bamboo Buildings: "Visionary Designs for Ecological Living". Registrants from 64 countries. www.bamboocompetition.com.

CEO, Bamboo Technologies. 2003-2008.

Bamboo Technologies is the world leader in international code certified bamboo buildings. First to build engineered, manufactured bamboo homes in the USA. www.bamboolive.com.

Published "Folding Time and Space at Burning Man" DVD. 2002-Present.

Documentary video producer and DVD publisher. www.folding-time.com, www.panmagic.com.

Co-Owner, Hana Palms Retreat. 2001-Present.

Botanical paradise retreat at Hana Gardenland in Hana Maui. www.hanapalmsretreat.com.

CEO, BBrilliant.com. 2000-2002.

E-commerce technology for B2C, B2E and B2B printing: customizable design and order systems.

President, Earthrise Company. 1981-1999.

Pioneer in cultivating and marketing spirulina algae. With Dainippon Ink & Chemicals (DIC) of Japan, founded world's largest spirulina farm in California, operating today as Earthrise Nutritionals. Marketed Earthrise® brand superfood products in USA and 30 countries. www.earthrise.com. www.spirulina.com.

Published "Earth Food Spirulina". 1989-1999.

How this remarkable blue-green algae can transform your health and our planet". 5 USA editions 1989-1999. Published in 7 international language editions. www.spirulinasource.com.

Co-Owner, Wild Thyme Farm. 1988-Present.

Sustainable forestry and ag eco-community near Olympia WA. www.wildthymefarm.com.

Vice-President, Proteus Corporation. 1977-1981

Began first commercial pilot spirulina farm in Imperial Valley CA and first introduced spirulina to the young US natural food market in 1979. Founded Earthrise Farms with DIC in 1981.

Princeton University. BA, International Politics. 1966-1970.

contact: Robert Henrikson, cell: 808 264 8184 • email: roberthe@sonic.net
PO Box 71024, Richmond CA 94807 USA • PO Box 909, Hana HI 96713 USA.
