



Wisconsin Public Utility Institute
UNIVERSITY OF WISCONSIN-MADISON



MARK REDSTEN

Clean Wisconsin

Mark Redsten is president and CEO of Clean Wisconsin. He provides vision and guidance to Clean Wisconsin's team as they work to advance environmental policy with far-reaching impacts throughout Wisconsin and the Midwest. During his 20-year tenure, Mark has led a staff that includes government relations, legal, policy, and science professionals, as well as a media, development, and outreach team. Their collective expertise and professionalism have earned Clean Wisconsin the distinction of being voted the most effective environmental group by policymakers in Wisconsin. In addition, Mark helped transform the work and identity of the organization, giving Clean Wisconsin a new, more recognizable name and logo as well as a focus on tangible outcomes for clean air, clean water, and clean energy solutions in Wisconsin.

To that end, Clean Wisconsin has been part of substantial clean air, water, and energy victories. Notable examples include the passage of the Great Lakes Compact; policies that significantly reduce mercury pollution in Wisconsin; a PSCW decision to deny the construction permit for a new coal plant on the Mississippi River; a legal settlement that created the Fund for Lake Michigan; and groundbreaking rules to reduce phosphorus pollution in Wisconsin's waterways.

Mark was appointed by Governor Evers to the Governor's Agriculture, Energy and Natural Resources Policy Advisory Council. He was also appointed by County Executive Joe Parisi to serve on Dane County's Solid Waste and Recovery Commission, Clear Lakes Task Force, and Dane County Council on Climate Change. Mark chairs the boards of Cool Choices and the Fund for Lake Michigan. He also serves on the board of advisors to UW Institute for Population Health and the board of visitors for Madison's LaFollette High School. Prior to joining Clean

Wisconsin, Mark worked in the private sector for 12 years in product marketing and management. He is a graduate of the University of Wisconsin-Madison school of business.