



**John Ruetten** is President of Resource Trends, Inc., a strategic marketing firm committed to increasing investment in water, the environment, and broad-based climate change adaptation. Resource Trends applies marketing concepts to the typically regulatory-driven areas of water, water recycling, and natural resources. Mr. Ruetten has over 30 years of experience in engineering and business management, including a position as a business unit director for Sony. His work at Resource Trends includes developing marketing strategies for private-sector water companies and helping public utilities build strong

brands, enhance public perceptions, and increase investment. Specifically, this includes, developing strategic plans, making compelling arguments for investment, and developing communication programs that make it easy for people to be substantively informed. More recently, Mr. Ruetten has been focused on California making a much larger and more inclusive investment in climate change adaptation, addressing water reliability, wildfire prevention and response, habitats and biodiversity, farming, environmental justice, and the needs of our essential workers.

Mr. Ruetten was the lead investigator on the WateReuse Foundation project investigating public perceptions of indirect potable reuse and has been a member of AWWARF project teams researching ocean desalination, utility communications, and the value of water. He is the author of the Association of Metropolitan Water Agencies manual titled “Building the Water Utility Brand,” and formed the Utility Branding Network in partnership with the National Water Research Institute. Mr. Ruetten has spoken both nationally and internationally on branding, standards, organizational culture, public perceptions, potable reuse, strategic planning, and adapting to climate change.