



Marie Campbell,
CEO
Sapphos
Environmental, Inc.

NAEP
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President Sapphos Environmental, Inc Minority and Woman-owned Business Enterprise

- Established 1992
- Sole Owner
- 50 Full-time Equivalent team members
- 2025 Project Sales of \$7.1 million
- 2024 Net Profit of \$430K
- 40+ years experience
- Environmental Compliance Services
 - NEPA\CEQA Documentation
 - Permitting
 - Construction Monitoring



Education and Knowledge

- UCLA
 - MA, Geography ,
Geomorphology and
Biogeography
 - BA, Ecosystems,
Conservation of Natural
Resources
- Conflict, Bargaining and
Negotiating Permitting
- Project Management Training
- NEPA/CEQA Training/Trainer
- Debate/Public Speaking



Career History

- 1992-Present: CEO, Sapphos Environmental, Inc.
- 1987-1992: MBA, Associate
- 1982-1987: U.S. Army Corps of Engineers, Environmental Resources Branch Chief
- 1984-1986: UCLA, Teaching Associate
- 1982: UCLA , Research. Asst
- 1978-1982: UCLA, Catering Director



Starting and Growing an Environmental Consulting Practice

- Define Your Niche
- Market Research
- Develop a Business Plan
- Legal and Administrative Structure
- Solo Expert/Building a Team
- Establishing Your Brand
- Marketing and Networking
- Develop and Refine Your Services
- Network and Build Relationships
- Engage in Continuous Improvement

Define Your Niche

- Instead of trying to be everything to everyone, focus on a specific area of expertise, such as renewable energy, water management, or air pollution control.
- SEI Strategy:
Optimize Legal Defensibility

Market Research

- Identify the demand for your services, analyze your competitors, and understand the needs of your target clients.
- SEI Strategy: Demand for teams that could provide high quality, defensible environmental technical reports and documents with high level of client service

Define Your Niche

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Develop a Business Plan

- Identify the demand for your services, analyze your competitors, and understand the needs of your target clients.
- SEI Strategy:
Started during 1992 recession, clients looking for moderate cost alternatives to larger firms, set pricing in mid-range, with highly qualified responsive team

Legal and Administrative Structure

- Register business, ensure legal compliance with relevant regulations:
 - Business structure
 - Business name
 - Licenses and permits
 - Register w/IRS for an Employer Identification Number (EIN)
- Set up office.
- SEI Strategy:
 - S-Corporation
 - Sapphos Environmental, Inc.
 - Disadvantaged
 - Small Business
 - Enterprise
 - EIN Number
- Pasadena and Bakersfield Offices

Build Your Team

- Hire professionals with expertise in the environmental services to be offered.
- Identify partners when specialized services and greater depth of staffing are required.
- SEI Strategy:
 - Started as a single person and grew to 50 Full-Time Equivalents
 - Roster of over 100 subcontractors
 - Ten subcontractors used a regular basis

Establish Your Brand

- Create a professional brand and online presence to attract clients.

- SEI Strategy:
 - Logo
 - Sapphosenvironm
ental.com
 - Instagram
 - LinkedIn

Marketing and Networking

- Market your services through online platforms, networking events, and direct outreach to potential clients.
- SEI Strategy:
Majority of SEI work results from referrals from existing clients
Active participation in NAEP and other professional organizations

Develop and Refine Your Services

- Identify the specific environmental services your clients need and develop a pricing structure that is both competitive and attractive.
- SEI Strategy:
 - Pursue work that aligns with core values of the firm
 - Annual review of billing rates
 - Annual review of salary ranges

Continuous Improvement

- Stay updated with industry trends, certifications, and new technologies to ensure you remain competitive.
- SEI Strategy:
 - Legislative updates
 - Team member certifications
 - Digital reporting technologies
 - AI



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Contact Information