

Stratton Hatfield, JP

Results-driven sustainability professional with 14+ years of experience in consulting and business development. Skilled in relationship management, negotiation, sales & marketing, and strategic planning. Proficient in leadership, team mentoring, and developing user-centred solutions. Adept in teamwork, persuasion, and creativity, with a proven ability in problem-solving, critical analysis, and fostering interpersonal relationships.

+1.441.704.1986
stratton.gwh@gmail.com
Hamilton, Bermuda
www.strativist.com

UK & USA Citizenship

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

Chief Sales & Marketing Officer - BE Solar

2016 - PRESENT

- Pioneered the development and execution of a consultative sales process, leveraging user research to understand and address client needs which resulted in a 234% increase in company value since 2017.
- Collaborated seamlessly with cross-functional teams, particularly the development team, to ensure the viability of proposed solutions, iterating designs iteratively based on client feedback and robust usability testing protocols.
- Championed the successful introduction of financing initiatives tailored to support charitable solar projects, strategically aligning with overarching ESG objectives, thereby fostering a more sustainable operational framework.
- Played a pivotal role in talent acquisition and development, strategically recruiting and nurturing key operational talents to foster a culture of continuous learning and professional advancement.
- Contributed significantly to strategic planning endeavours, facilitating the implementation of innovative policies and procedures geared towards enhancing operational efficiencies and refining organisational processes.
- Networked with relevant stakeholders including private equity firms, corporates, financial institutions, and government leaders to enhance lobbying power and financing opportunities.
- Developed and maintained robust client relationship programs, fostering engagement with clients and stakeholders to understand their needs and provide tailored solutions.

BOARD MEMBER & ADVISORY EXPERIENCE

The Bermuda National

Trust: 2022 - Present

- Fundraising SubCommittee
- Supported Strategic Planning
- Climate Change Policy Development

Bermuda Chamber of

Commerce: 2022 - Present

- Energy Division Co-Chair
- Nominations SubCommittee

Bermuda Government

Sustainable Development

Roundtable: 2010 - 2012

- Researched & proposed National Community Service program
- Researched & proposed Government fleet pilot Biofuels program

Founder & Creative Director – *Strativist*

2009 - PRESENT

- Directed a creative agency specialising in delivering design-centred solutions.
- Collaborated closely with clients from diverse industries to co-create innovative outcomes.
- Crafted compelling project proposals, and successfully pitched them to win business.
- Implemented design patterns and strategies to promote consistency across projects.

CoFounder & Board Director – WEcount Limited

2014 - 2021

- Led a multi-disciplinary team in developing a purpose-built polling website, aligning design patterns with user-friendly and accessible principles.
- Worked closely with developers to understand technical constraints, providing detailed design specifications and assets for smooth implementation.
- Fostered positive relationships with stakeholders, engaging in collaborative decision-making processes for project success.

EDUCATION

MSc, Sustainability, Entrepreneurship & Design Brunel University, London, UK

Graduated with Distinction - 2019

BFA, Industrial Design Savannah College of Art & Design, Georgia, USA

Focus on Sustainable Product Design - Graduated - 2009

SOCIAL ACTIVISM

Citizens Uprooting Racism in Bermuda (CURB): Facilitator

2018 - 2020

- Co-facilitated three 10-week Truth and Reconciliation workshop series, applying a user-centred and holistic approach to address racial history.
- Fostered social justice discussions, integrating restorative practices for deep and meaningful dialogue.

AWARDS & APPOINTMENTS

- Appointed Justice of Peace (JP) by the Governor of Bermuda in 2019, for showcasing leadership and community engagement.
- Awarded the 2018 Chevening Scholarship Award out of 60,000+ applicants, for academic excellence and leadership.

CERTIFICATIONS

International Institute for Restorative Practices, RP Training Certificate

Completed - January, 2017

Teaching English as a Foreign Language Certificate

Completed - July, 2011

INTERESTS

- Social Justice
- Youth Mentorship
- Art & Creativity