



Lisa Churchill

Founder and CEO, Goldenseal

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SUMMARY

Lisa Churchill is a paleontologist-turned-resilience strategist with more than 30 years of experience helping organizations see disruption coming and adapt to it. **She founded Goldenseal to give small businesses, and the lenders and institutions that support them, a clear forward view of the disruptors reshaping their work,** from AI and the future of work to natural hazards, extreme weather and shifting regulations.

Goldenseal grew out of her consulting background, where she advised public and private entities including the World Bank and a United Nations working group. **Her focus now is turning that expertise into automated, affordable intelligence so business owners can find the opportunity inside each disruption and build a business that fits their lives, on their own terms.**

GOLDENSEAL

Founder and CEO

2026 to present

Goldenseal is a business intelligence and resilience platform that helps small businesses prepare for tomorrow, today. It serves business owners directly (B2C), lenders and institutions (B2B), and owners reached through those partners (B2B2C). Launched publicly in March 2026 after an extended beta.

- **Built the Horizon Scan**, a forward-looking report generated from business type and location alone. Each scan pairs sector-specific disruptors, including AI and the future of work, with state regulatory findings and local natural hazard and infrastructure conditions.
- **Created a lender edition** of the Horizon Scan that gives small business lending teams a forward look at the changes ahead for their borrowers' industries and communities. It's built from business type and location alone, so it requires no personal or sensitive information from the business owner. Launched a paid pilot with a digital bank's SBA lending team in 2026.
- **Designed a free self-assessment pathway** (Resilience Snapshot and Inside View) that matches a business's internal readiness across six domains to practical next steps.
- **Launched one-on-one resilience coaching** that helps owners turn a threat named in their Horizon Scan into an opportunity built on their existing strengths.
- **Built an AI-assisted production workflow** with a fractional CTO, combining pre-built sector, natural hazard and geographic datasets.
- **Developed portfolio dashboards focused on resilience opportunities** for use by entities supporting small business growth.
- **Advises partners on strategic aspects of resilience**, including ongoing climate change advisory services.

PRIOR EXPERIENCE

Climate Advisory, LLC · Founder and CEO

2020 to 2026, closing December 31, 2026

Consulting practice helping communities, public agencies, nonprofits and investors understand their exposure to natural hazards and extreme weather and turn it into practical plans. The work that most directly shaped Goldenseal:

- **Small business resilience.** American Express/LISC Small Business Resiliency Network (2024 to 2026): built the organizational resilience of 25 business development organizations so they could serve as resilience hubs for the small businesses they support. Wells Fargo Foundation/LISC (2022 to 2023): designed a continuity planning toolkit and training these organizations use with local small businesses.
- **Finance and investment.** Advised a government sponsored enterprise on physical hazard risk across its business model, holdings and influence on mortgage and underwriting markets (2021 to 2022). Advised real estate investment trusts on portfolio-level risk and disclosure.
- **Automating the analysis.** ResilientCoasts Buzzards Bay Readiness Framework (2026): in collaboration with BSC Group advised on automating and standardizing hazard baselining and impact analysis across a cohort of towns so more time could be spent on strategies and actions.
- **Data at scale.** MaineDOT Statewide Vulnerability Assessment (2023 to 2024): standardized data, built risk indicators and prioritized investment across more than 50,000 assets.
- **Policy and metrics.** ResilientMass Metrics for the Massachusetts Executive Office of Energy and Environmental Affairs (2024 to 2025), which included small businesses and supporting infrastructure; Vermont Dept of Housing and Community Development, integrating climate resilience within smart growth policies (2023 to 2024); HUD/LISC Resilient Building Code Toolkit (2022 to 2023).

Director of Resilience, Arup · Vice President of Sustainability, Kleinfelder · Regional Manager, SEA/Kleinfelder

Built national programs and led large, multi-partner projects, winning external funding largely through competitive bids. Grew a regional engineering office from 4 to more than 40 employees within three years. Selected work: World Bank performance-based transportation contracting worldwide; resilience plans for Mass General Brigham, Boston Logan Airport, and the cities of Cambridge, MA and Washington, DC; and a multi-phase business continuity engagement for a global technology client.

Environmental Project Manager, Maine Department of Transportation

Managed large, complex public infrastructure projects and ran the Historic Bridge program.

AREAS OF EXPERTISE

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| • Future of work including AI disruption for small businesses | • Product strategy for B2C, B2B and B2B2C delivery |
| • Multi-hazard intelligence: natural hazards, extreme weather, infrastructure and regulatory change | • AI-assisted research and product development |
| • Small business lending and SBA programs, portfolio-level risk and opportunity | • Strategic advisory, coaching and business development |

EDUCATION AND TEACHING

Executive MBA, Quantic School of Business and Technology

2025

MS, Geological Sciences , University of Michigan	1994
BA, Geology-Biology , Colby College	1992
Faculty Member , Urban Resilience Executive Education Course, Arup-MIT Sloan School of Management	2017 to 2020
Lecturer , Climate Change and Infrastructure, University of New Hampshire, ICNET Global	2022
Grant Writing Certification , Levels 1 and 2, University of Maine	

SELECTED SPEAKING, PUBLICATIONS AND SERVICE

Speaking

- “Becoming Comfortable with Uncertainty and Finding the Opportunities in Disruption,” Environmental Business Council of New England webinar (September 2026)
- “Organizational Capacity for Resilience,” Points of Light Conference, Houston (June 2024)
- “Adapting, Responding and Thriving: How Businesses Can Be Part of a Resilient Future,” National Adaptation Forum, St. Paul, MN (May 2024)
- “Financing Resilient Infrastructure,” Congressional Briefing, Washington, DC (October 2017)
- “Climate Risk and Investment,” invited speaker, World Bank, Washington, DC (March 2016)

Books

- Gary, P. and Churchill, L. (eds) 2022. *Climate Change and the Built Environment*. ACEC.
- Gardner, D.E. and Churchill-Dickson, L. (eds) 2015. *Historic Bridges of Maine: 350 Years of Bridge and Roadway Design*. Maine Department of Transportation.
- Churchill-Dickson, L. 2007. *Maine’s Fossil Record: The Paleozoic*. Maine Geological Survey.

Selected publications

- Invited reviewer, *Resilience for Compounding and Cascading Events*, National Academies of Sciences, Engineering, and Medicine (2022)
- Expert advisor and reviewer, *Ready-to-Fund Resilience Toolkit*, American Society of Adaptation Professionals (2022)
- Co-author, *Climate Risk and Real Estate: Emerging Practices for Market Assessment*, Urban Land Institute (2020)

Committees and memberships

- United Nations CDF Working Group on Insurance-Linked Resilient Infrastructure Finance (2020 to 2022)
- ASAP/CRI/CRF Ready to Finance Resilience project, Expert Advisor (2021 to 2022)
- Gulf Coast Housing Commission, Advisory Group (2022 to 2024)
- State Transportation Innovation Council (Maine), Committee Member (2022 to 2025)
- Member, American Flood Coalition and American Society of Adaptation Professionals

Awards: ACEC Silver Award, Massport Disaster and Infrastructure Resiliency Plan (2015); Maine Woman to Watch (2010)