

Justin Heavey

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Experience

Ground Truth Sustainability | Syracuse, NY

Founder and Sustainability Consultant | 2026 - Present

- Founded an independent sustainability consulting practice focused on climate action, greenhouse gas management, clean energy, and sustainability reporting
- Develop sustainability research, benchmarking, and decision-support tools for institutions and land-based systems to advance solutions that improve the environment, benefit communities, and create lasting value
- Translate shrub-willow and living snow fence research into technical guidance and design tools through Salix Systems

Lab Hollow Farms | Syracuse, NY

Founder and Agricultural Consultant | Founded 2022

- Established a registered agricultural business and operated a licensed plant nursery and hemp-growing venture
- Provided cultivation consulting to one of New York State's first-round licensed adult-use cannabis farms

State University of New York College of Environmental Science and Forestry | Syracuse, NY

Sustainability and Research Programs Manager | October 2018 - November 2023

- Directed high-impact energy, research, and climate action programs across over ten years in SUNY ESF roles; led and contributed to \$80 million in cross-sector projects to improve environmental performance, reduce waste, and conserve resources
- Aligned climate strategy and performance targets with state policy, institutional priorities, and stakeholder expectations, supporting compliance and long-term decarbonization. Led institutional sustainability efforts across SUNY ESF roles from 2008–2023, improving the campus AASHE STARS score from 47 (Silver) to 86 (Platinum).
- Modeled decarbonization pathways and evaluated tradeoffs using technoeconomic and lifecycle assessment to inform capital planning and strategic decision-making. Across SUNY ESF roles, integrated sustainability goals, performance targets, and green building practices across \$60 million in new construction, major renovations, and deep energy retrofits.
- Secured state and federal funding for energy and sustainability projects, building long-term program capacity. Across SUNY ESF roles, led and supported \$20 million in sustainability-related research on renewable energy, natural climate solutions, ecosystem services, and life cycle assessment, working with government, industry, and communities through interdisciplinary collaboration and demonstration projects.
- Worked with government agencies, industry partners, and consultants to implement research and sustainability projects across complex multistakeholder environments

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Experience

State University of New York College of Environmental Science and Forestry | Syracuse, NY

Sustainability and Research Programs Coordinator | July 2015 - October 2018

- Tracked Scope 1, 2, and 3 emissions, mitigation efforts, offsets, and forest carbon accounting. Across SUNY ESF roles, developed and implemented a Climate Action Plan to achieve a 40% emissions reduction while saving millions on utility costs.
- Led development of an energy master plan for electrification, hot-water loop, and 85% decarbonization by 2050
- Launched a green revolving fund, including a financial modeling tool and a policy framework

Senior Research Support Specialist | August 2013 - July 2015

- Coordinated funded research on sustainable bioenergy crops and land-based climate solutions. Across SUNY ESF roles, authored over ten peer-reviewed journal articles, technical manuals, and extension publications, and delivered 100+ presentations, trainings, and tours at regional, national, and international events.
- Conducted life cycle financial, energy, and emissions analysis for bioenergy and living snow fences

Graduate Research Assistant | September 2011 - August 2013

- Designed and installed sustainable vegetation systems for New York State Department of Transportation

Undergraduate Research Assistant | June 2008 - August 2011

- Conducted sustainability benchmarking, tracking, and improvement using AASHE STARS Pilot and v1.0
- Co-authored a Climate Action Plan for decarbonization and a sustainable campus

Education

State University of New York College of Environmental Science and Forestry | Syracuse, NY

Master of Science in Forest Resources Management | 2013

Option in Forest Management and Silviculture

Bachelor of Science in Environmental Studies magna cum laude | 2011

Minor in Renewable Energy Systems | Option in Environmental Policy, Planning, and Law

Department Award for Highest Academic Achievement

Areas of Practice

Sustainability strategy, governance, and continuous improvement

Energy analysis, management, and renewable energy systems

Greenhouse gas emissions accounting, mitigation, and offsets

Natural climate solutions, bioenergy, and carbon sequestration

Green building design, retrofitting, and certification

Data collection, management, analysis, and interpretation

Life cycle economic, energy, and environmental modeling

Policy alignment, regulatory compliance, disclosure, and reporting

Climate action, energy, and sustainability planning

Sustainability program development, implementation, and assessment

Grant proposal development and funded program leadership

Interdisciplinary team management and cross-sector partnerships

Organizational sustainability literacy and culture change

Sustainability education, outreach, and technical assistance

Sustainability consulting, benchmarking, and decision-support tools

Shrub-willow and living snow fence technical guidance and design

Agricultural consulting and cultivation guidance