



Jason Safford

Master of the Excalibur, Jason Safford is always in pursuit of achieving exceptionalism. A seasoned business executive with more than 20+ years in C-level positions, he is focused on providing executive leadership that creates the most valuable impact for the individual, people, and the planet combined. His Green Mind Methodology helps entire organizations eliminate distractions to work together and achieve the bigger goal. He is the owner and visionary leader of The Green Kingdom, a 440-acre real estate development planned as a micro-grid destination community and green technology business logistics hub in Central New York. Having established himself as a thought leader, author, and speaker in the forefront of the Green Industry, Jason has planted himself securely as the King of green development both physically, mentally and spiritually. His platform, **“Developing your Green Mind”** is based on his actual experience in executive leadership, teaching, consulting and mentoring as the CEO and Chairman of the Board at Safflyn Green Industries since 2001.

As a nationally recognized speaker, thought leader and author of two books, ***Think Green – The Future is Awesome*** and ***Sun, Sand and Salt – The collected writings from a Green Mind***, Jason has begun the work of creating volumes of ideas, observations and understandings of the planet, people and living environment that we impact. His goal is to proactively influence the direction of the human/planet existence toward a more positive, sustainable direction. His experiences as a lecturer at New York University Schack Institute of Real Estate, Hofstra University and York College led him toward the focus of speaking and writing, realizing his impact could be greater felt beyond the walls of the classrooms where he first gave his voice. Currently, Jason speaks on the subjects of Executive Leadership, Innovation, Environmental Development and Design, Real Estate, Technology, Finance, IT Development, Entrepreneurship and Green Love. Currently, he is focused on how human beings can manage behavior and ecosystems to surpass their goals and create far more valuable impacts through developing their Green Mind.

Since 2001, Jason has led the Safflyn Brand as CEO and Chairman of the Board. Safflyn began as an environmental development company successfully completing land development projects in Hawaii, California, Texas, Florida, Maryland, New York and Jamaica, West Indies. During his leadership, which has included the acquisition and development of more than \$200 million dollars in real estate, installations of more than 20MWs of Wind and Solar energy, and prevention of more than 10 million tons of CO₂ from being released into the atmosphere, Safflyn has grown into a multi-million dollar operation. Additionally, Jason directed Safflyn’s development and management of the Green Jobs program for The City of New York’s Human Resources Administration (HRA) with efforts to retrain displaced workers in the community. Over 250 students were trained under this curriculum, with more than two-thirds landing full-time employment during the 2009-2010 economic recession.

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In 2007, Safflyn acquired a 330-acre estate that included the historic Gelston Castle and a mansion built by Mstislav Rostropovich in Jordanville, NY. Under Jason's guidance, a Master plan for the property was created for the construction of a sustainable micro-grid community and the physical land was successfully transformed into a concert, festival and event venue known as Gelston Castle Estate, which is recognized as the largest outdoor venue in the Northeastern United States and has enjoyed hundreds of thousands of visitors.

Now known as the Green Kingdom, Safflyn is now focused on the advancement of this micro-grid development concept in other locations for the integration of new, more efficient technology with economic applications that create jobs, housing, food and recreation resources for sustainable human/environment coexistence in an increasingly changing climate. Jason continues to lead the growth of Safflyn across several industries including Technology, Construction, Design, Engineering, Energy, Real Estate, Hospitality, and Entertainment

With more than 25 years in business experience, Jason is currently owner or partner in more than 20 operating companies including Jason Safford, LLC, which provides speaking, coaching and consulting services. Additionally, he has mentored, coached and provide consulting services for more than 300 entrepreneurs, startups and small businesses successfully pursue their vision and goals over his career. Jason has also served on several Board of Directors including the Southeast Queens Chamber of Commerce and as Chair of the Hicksville Chamber of Commerce Green Business Council.

Beginning his career in the world of IT at Interactive Imaginations, New York University, and MTV Networks, Jason was on the cutting edge of the convergence of digital communications, interactive media and online security. He tested the world of entrepreneurship in 2000 with his first venture, Spiral Connection – an online platform for leveraging creative talent to the commercial industry. Despite the failure of this business, he caught the entrepreneurial bug quickly and after closing the doors on Spiral following the terrorist attacks on 9/11, Jason co-founded Safflyn Corporation, Inc. to develop carbon-neutral solutions in Brooklyn by adding solar panels on Brownstones.

From installing solar panels while teetering on rooftops, climbing towering wind turbines and building microgrid communities, Jason is always working to identify process efficiencies, exploring innovative technologies and developing valuable solutions that positively impact everything around him. Jason's boundless energy and enthusiasm have led countless projects, teams, and companies through startup and growth to established success. He is the Executive Producer for Jason Safford presents, Green Kingdom Entertainment and 11th Hour Records.

Jason holds a BFA in Film & TV production from NYU Tisch School of the Arts and a BA in Africana Studies and History from NYU College of Arts and Sciences. He completed his postgraduate studies in Executive Leadership at Cornell University and has several professional certifications in IT Security, Management and Programming. In addition to his many professional accomplishments, Jason is an accomplished musician having studied and played Tuba at Oberlin Conservatory in Elyria, Ohio.

To Book Jason Safford to Empower Your Leaders To Make A Bigger Impact On The World While Achieving Their Personal Goals, Contact Diana @ 917.697.5812 or Email: info@jasonsafford.com