



Evan Harrison,

CEO of Kiss the Ground



Evan Harrison is the Chief Executive Officer of Kiss the Ground, the leading nonprofit promoting Regeneration and healthy soil as a viable solution for our wellness, water, and climate crisis. Harrison leads the organization's mission to connect with people via storytelling, education, and partnerships, and ultimately, to inspire millions to participate in the Regenerative Movement. Since taking the helm in July 2022, Harrison has exponentially accelerated the organization's growth, increasing content production, growing and diversifying audiences and contributions, and creating a Partnerships program. The organization has also focused on direct work with farmers, including transformative initiatives like a \$500,000 direct-to-farmer grants program which has, to date, transitioned nearly 100K acres of land to regenerative practices.

Harrison's leadership is inspired by a passion for health and wellness, informed by data, and shaped by his background in building audiences as a leader in the entertainment and media industries. Early in his role at Kiss the Ground, baseline research revealed relatively low consumer awareness of regenerative agriculture and its important role in enhancing health and personal and planetary health. That data shaped Kiss the Ground's strategic direction in connecting with audiences through compelling stories, online educational resources, and a successful partnership program engaging industry-leading brands, from Anthropologie and Applegate to Gaia Herbs and Spindrift.

As a result, awareness of regenerative agriculture has nearly doubled in 18 months, and the organization now distributes daily content that educates and inspires over one million individuals monthly; 90% of them new to the organization. Today, Kiss the Ground is moving towards its goal of reaching a tipping point by 2030—when 15-25% of people recognize regenerative agriculture as a viable solution for human and planetary health.

Harrison has also initiated numerous Kiss the Ground projects to help the organization more effectively resonate with consumers, including its award-winning mini-documentary series, "Stories of Regeneration," its short series, "Five with a Farmer," and its branded, certified regenerative coffee that directly supports a small-scale, family farm in Costa Rica. Additionally, Harrison has built a growing supporter base by conveying that \$100 in Kiss the Ground contributions transitions 10 acres to regenerative practices.

Harrison's pivot from media executive to nonprofit leader is a natural evolution of his talent for building audiences and inspiring action. As the founding President of Digital at iHeartRadio, he built a multi-platform content creation company. Prior to that, he helped create groundbreaking music programs, including "Sessions" and "First Listen," at AOL Music. He has held leadership roles at Univision, Townsquare Media, and in music festival production. He began his career in the mailroom at BMG Entertainment, working up to the Head of Online Marketing there.

He has been recognized in Advertising Age's "Entertainment A-List" and is a frequent source in publications such as Billboard, Businessweek, Crain's, The Hollywood Reporter, New York Times, Reuters, USA Today, Variety, and The Wall Street Journal. Today, Harrison brings an aptitude for building awareness and engagement to advance Kiss the Ground's urgent mission of improving the health of our ecosystem—from soil to the food we eat.

Harrison lives with his family in Southern California. He is an active nonprofit supporter and has served as board member for Surfrider Foundation, Little Kids Rock, and Keep a Child Alive. He holds a bachelor's degree in communications from Arizona State University.