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Turning LA into a Cleantech Powerhouse

Fred H. Walti II, Executive Director of LACI/CTLA/

LA Case History: How are we doing so far and Panel Moderation



In his role as Executive Director of CTLA and LACI, Fred combines experience as an entrepreneur with his passion for clean technology. Prior to joining this new public/private partnership, Fred worked as a technology entrepreneur and an advisor on the City's cleantech business strategy.

As Executive Director, Fred leads the strategic, policy, industry partner and outreach efforts of CTLA and LACI.

Fred brings sixteen years of entrepreneurship to this effort, having co-founded The Propellant Group, a management consulting group, Full Moon Interactive (FMI), an Internet architect, and LAI, Inc., a consulting company focusing on leveraging technology in traditional businesses. Fred built FMI from startup to \$25 million in annual sales with 14 consecutive quarters of profitability. Fred also started one of the first interactive divisions of a global advertising agency in 1995. Prior to his experience in "new media," Fred spent 15 years with global communications companies in various executive capacities. Fred ran the Apple computer account on a worldwide basis for BBDO and was GM of their San Francisco office, doubling the billings of the office and returning it to profitability in 18 months.

Fred has been involved -- either as a consultant, principal, employee or investor -- in the startup of several-dozen technology companies. He served as COO of Snap.com, a next-generation venture-backed search engine. Previously, Fred was a Strategic Advisor at Idealab in which he led the efforts to develop operating plans for a number of their portfolio companies. Fred served as the Interim CEO for Geocities, helping to author its first business plan, gain its first round of venture backing, and crystallizing its advertising-driven business model. Geocities went public and was later sold to Yahoo in 1999.

Starting in 2008, Fred began advising the Mayor's Office, CTLA, the CRA/LA, LAEDC, and UCLA on various early efforts to develop a clean technology commercialization ecosystem.

Fred speaks often to groups on creating cleantech innovation ecosystems, harnessing the region's strengths to build a large green economy, entrepreneurship, the role of economic development in creating jobs, and public/private partnerships.

Fred received his BA from New York University.