



Mr. John Ruetten is President of Resource Trends, Inc. Resource Trends is a strategic marketing firm committed to increasing investment in water and the environment. Resource Trends applies marketing and branding concepts to the typically regulatory-driven areas of water, water recycling, and waste management. Mr. Ruetten has over 30 years of experience in engineering and business management including a position as a business unit director for Sony. His work at Resource Trends includes developing marketing strategies for private-sector water companies and helping public utilities build strong brands, enhance public perceptions, and increase investment. Mr. Ruetten was the lead investigator on the WaterReuse Foundation project investigating public perceptions of indirect potable reuse and has been a member of AWWARF project teams researching ocean desalination, utility communications, and the value of water. He is the author of the Association of Metropolitan Water Agencies manual titled “Building the Water Utility Brand,” and recently formed the Utility Branding Network in partnership with the National Water Research Institute. He is also the author of “Building the Wastewater Utility Brand” published in 2008 by a consortium of California wastewater associations. Mr. Ruetten has spoken both nationally and internationally on marketing, public perceptions, recycled water, and branding.