



Doug Pushard

Doug holds a Bachelor in Marketing and an MBA with a concentration in finance and computer Science. He retired after having a great career at several large companies, including: Compaq Computer, BMC Software, Harris Corporation, and JMI Equity. His jobs included mergers and acquisitions, strategic planning, business development and managed several business units with revenues in the hundreds of millions. In addition he co-founded 3 software startups and has been involved in several others.

Doug is a lifetime American Rainwater Catchment System Association (ARCSA) member and an Accredited Professional and an ex-Board member ARCSA. He is a prolific writer and appeared in The New York Times, Water Efficiency Magazine, Home Power, and Water News among others; and has a monthly column in the Santa Fe New Mexican.

He is co-author of two water studies that have been widely published: [Rainwater Harvesting Industry Market Size and Trends](#) and [First-Ever Long-Term Water Conservation Rebate Study](#).

Doug is a EPA WaterSense Partner with Certification in Irrigation Auditing. He is an active member of the City of Santa Fe Water Conservation Committee.

He is currently a member of the International Code Committee (ICC) working group that are drafting the ICC Rainwater Harvesting Building Codes. Doug is also a certified Permaculture Designer. Doug designs and consults on rainwater and water reuse systems locally and around the country.