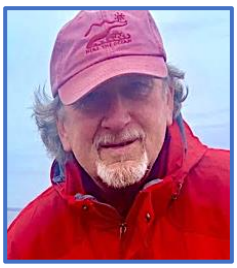
The Living Earth Executive Team

James McMath, MPA — Board President & Chief Executive Officer



James McMath combines a Master of Public Administration with over 20 years of hands-on expertise in regenerative organic systems and sustainable development. His career began in public service as the youngest administrator for the City of Portland working for the acclaimed Downtown Redevelopment Project, where he focused on ground-floor retail zoning and shopper parking optimization. Inspired by the power of beneficial microbes to restore polluted environments, James later transitioned to the private sector to specialize in cost-effective, nature-based bioremediation. In 2021, he founded the Living Earth Foundation to help scale biological ecosystem restoration worldwide.

As President of the Foundation and CEO of the for-profit subsidiary, Living Earth Solutions, James manages the hybrid corporate governance and legal compliance frameworks across the entire enterprise. He will soon direct the deployment of the $4.0 million capital stack, transforming flagship production hubs and mobile Technical Service Provider (TSP) fleets into highly efficient, de-risked regional assets. His disciplined fiscal oversight ensures a transparent, arm's-length separation between the nonprofit parent and the subsidiary, eliminating private inurement risks to fully protect the foundation's 501c3 tax-exempt status.

Operating at the intersection of public-private partnerships, James drives the commercial execution of our initial launch across Ventura, Santa Barbara, and San Luis Obispo counties. His strategic management ensures that the "science-to-soil" transition models maximize net margins in year one for independent producers, while strictly enforcing Regenerative Organic Certified® (ROC) protocols and environmental baselines. By establishing these self-funding regional engines, James secures a resilient, nature-positive economy that transforms ecological restoration into a de-risked, bankable asset for the future of global food production.

Harvey M. Ross—Chief Financial Officer (CFO)



Harvey Ross is a Los Angeles-based senior executive and corporate advisor with over 30 years of diverse financial and operational experience. As the founder and principal of *HMR Associates*, he specializes in fractional, interim, or permanent leadership roles—including CEO, COO, and CFO—for middle-market companies navigate complex operational transitions, EBITDA optimization, and financial turnarounds. Backed by foundational "Big 4" accounting and audit experience, Mr. Ross has built a notable track record engineering robust growth strategies, managing corporate turnarounds, and successfully executing private equity exits and initial public offerings (IPOs).

Throughout his career, Mr. Ross has directed financial operations across a wide array of dynamic sectors, serving in executive capacities for firms such as Radiology Support Devices, Inc, Delicate Productions Inc, and Walker Advertising, Inc. His comprehensive skill set encompasses rigid risk management, corporate governance, flexible budgeting, and deep operational due diligence when evaluating fast-scaling initiatives. Notably, his versatile background spans both high-growth commercial enterprises and structured nonprofit organizations, providing him with the precise fiscal perspective needed to manage complex corporate structures.

As the incoming Chief Financial Officer for Living Earth Solutions, Inc, Mr. Ross will steer the company's capital allocation, corporate compliance, and long-term valuation strategy. His extensive expertise in aligning mid-market operations with private equity expectations is vital to deploying our decentralized regional hub network. By designing an airtight fiscal firewall between our nonprofit initiatives and our for-profit commercial subsidiary, Mr. Ross ensures a transparent, highly bankable capital framework tailored to secure multi-stage tranche funding from institutional green investment groups.

Katherine B. Sales—Chief Legal Officer



Katherine Sales serves as our primary patent attorney, bringing over a decade of specialized intellectual property expertise spanning complex biological, mechanical, and agricultural technologies. As the founding partner of the **Concourse Law Group**, she manages the strategic drafting, preparing, and prosecuting of domestic and international patent applications. Her extensive legal background includes navigating critical proceedings before the Patent Trial and Appeal Board (PTAB) and the Trademark Trial and Appeal Board (TTAB), providing our organization with an airtight framework for safeguarding our core innovations, proprietary systems, and brand assets.

Ms. Sales' unique approach to patent law is rooted in a strong foundational background in the life sciences. She earned her Bachelor of Science in **Animal Science with a concentration in Animal Biotechnology** from California Polytechnic State University, San Luis Obispo. Before transitioning into the legal sector, she applied her technical acumen as a lead embryologist at a prominent Southern California reproductive science institute. This hands-on clinical and biological experience bridges the gap between highly technical scientific developments and robust legal defenses, making her uniquely equipped to protect complex biological systems and agricultural breakthroughs.

Transitioning her career from science to the law, Ms. Sales worked as a registered patent agent before securing her Juris Doctor from **Southwestern Law School**. Admitted to the California State Bar in 2014, she spent years refining her intellectual property practice at leading Southern California firms before establishing her own boutique firm, Concourse Law Group, in 2022. Continually recognized by her peers as a *Super Lawyers Rising Star*, Ms. Sales' dual mastery of corporate legal protection and biotechnology ensures our operational assets remain completely secure as we expand our market footprint.