



**Wendi Couvillion French, MBA, GISP, Principal Consultant – Wyndston Services, Inc.**

**Year of Initial GISP Certification:** 2015

**Education / Other professional licenses or certifications:**

- MBA – Tulane University
- BA – Economics & History, Louisiana State University

**Professional Experience:**

- Principal Consultant – Wyndston Services, Inc. - Baton Rouge, LA | March 2014 – Present | 2002 – 2006
- Partner – Wyndston Millwork dba Acadian Architectural Woodwork - Northshore, LA | July 2022 – Present
- Enterprise GIS Manager – City/Parish of East Baton Rouge - Baton Rouge, LA | February 2006 – March 2014

**Statement of Interest:**

Louisiana’s post-hurricane environment has been a proving ground for the evolution of Geographic Information Systems (GIS). In the wake of Hurricane Katrina and subsequent disasters, repeated loss cycles forced new approaches to planning, communication, and recovery. GIS has evolved from a technical tool into a critical operational framework—helping stakeholders visualize risk, align priorities, and make decisions in high-pressure environments. Translating ecosystems, infrastructure vulnerabilities, and recovery strategies into clear, actionable models is essential to building resilience.

My GIS career spans roles as a technician, analyst, researcher, contractor, enterprise manager, executive leader, and advocate. This progression mirrors the field's evolution—from early web mapping and desktop tools to cloud-based systems and large-scale data collection—providing both technical depth and a broad perspective on GIS-driven decision-making.

I built my foundation in complex stakeholder environments, including Superfund litigation support and National Estuary Programs, where regulatory constraints and competing priorities required coordination. These experiences reinforced the value of shared visual models and data-driven systems to reduce conflict and improve outcomes.

Following Hurricane Katrina, I supported geospatial data access for multi-agency emergency response, reinforcing GIS as a shared operational platform. In municipal roles, I helped develop enterprise GIS systems into real-time dashboards supporting emergency response, infrastructure recovery, and public services—demonstrating GIS as essential public infrastructure.

More recently, my work has focused on digital twin applications in port and industrial environments to improve forecasting, resilience, and operations. I have also supported grant-funded GIS initiatives to modernize municipal systems and demonstrate return on public investment. In the private sector, I've applied GIS to logistics, financial planning, and operational continuity.

The mission of the GIS Certification Institute is both timely and essential. As GIS expands into advanced analytics and artificial intelligence, maintaining standards rooted in technical rigor, ethics, and practical application is critical. My experience across government, industry, and community collaboration reinforces the need to balance established standards with emerging technologies.

As a candidate for Member-at-Large, I bring a field-tested perspective shaped by real-world challenges and collaboration. I am committed to supporting GISCI's mission to uphold professional excellence while fostering innovation and trust. It would be an honor to contribute to the continued strength of the profession.