

## PROFILE

Mālia Ka'aihue is the Founder and Partner of DTL, a Hawaiian strategy studio she founded in 2014. Mālia is an award winning author, highly recognized business woman and community leader. She is sought out as a knowledge leader in Hawai'i and utilizes her expertise in Hawaiian history, politics and language, to develop and execute strategies that are culturally appropriate, community minded, and relevant to strengthening Hawai'i.

## EXPERIENCE - BUSINESS

### Kūmau Productions

Partner, 2022 – present

- » Language and Cultural Support, historical background
- » Place based community connections and connections to locally owned businesses and talent
- » Production support

### DTL

Founder & Partner, January 2014 – present

- » Executive responsible in overseeing the day to day operations of the company
- » Direct, develop and implement strategies for our clients
- » Provide cultural navigation & community engagement leadership
- » Current Projects: Howard Hughes Ward Village, Queen's Medical Center West O'ahu, Queen Ka'ahumanu Center, Turtle Bay Resort, Līlīa Waikīkī, Friends of 'Iolani Palace, Barbers Point Innergex, Actions of Aloha, Kamehameha Schools Annual Report

### 'Āina Archaeology

Founder & Partner, January 2016 – present

- » Historical mapping, cultural research, & historical preservation for both public & private sectors
- » Business mentorship and support
- » Current Projects: Makena, Kanahā Beach Park Master Plan, Kahana Solar CIA, Baldwin CIA

### Aloha Modern

Founder & Partner, 2015 – present

- » Honor culture of Hawai'i through designing of brand products inspired by stars, ocean and landscapes seen from a island-rooted perspective
- » Create products used in daily life

### WCIT Architecture

Director of Community Planning, April 2012 – 2014

- » Established place-based community engagement and relations methodology
- » Provided organization-wide cultural programming and directing culturally relevant architectural designs and coordinated historical and cultural research that meaningfully inform the design and development process

### Pacific Basin Communications

Editor of MANA Magazine, April 2012 – March 2013

- » Produced a bi-monthly magazine for the Native Hawaiian community
- » Conducted hiring & management of magazine's team, managed all aspects of the editorial process

## EDUCATION

### Ph.D. in Political Science

University of Hawai'i at Mānoa, May 2010

'Ōiwi Akamai Doctoral Fellow

Specialization in Indigenous Studies

### MA in Political Science

University of Hawai'i at Mānoa, May 2005

Specialization in Policy

### BA in Hawaiian Language

University of Hawai'i at Mānoa, May 2003

### BA in Hawaiian Studies

University of Hawai'i at Mānoa, May 2003

Specialization on Native History and Literature

### High School Diploma

Kamehameha Schools, Class of 1997

## FELLOWSHIPS

### Omidyar Fellow

- » Cohort V 2016-2017

### Pacific Century Fellows

- » Role: Fellow
- » 2015-2016 Cohort

### 'Ōiwi Akamai Doctoral Fellowship

- » Recipient 2010

### Co-Active Training Institute

- » 2020

## EXPERIENCE - EDUCATION

### University of Hawai'i at West O'ahu

Lecturer, August 2012 – May 2014

- » Taught Hawaiian Studies courses in the Humanities Division

### Kamehameha Publishing

Content Developer & Writer, June 2008 – December 2011

- » Developed curriculum and supported Kumukahi Textbox Project
- » Consulted on product development and design construction
- » Content research, writing, and editing

### University of Hawai'i - Leeward Community College

Native Hawaiian Career & Technical Education Director, May 2009 – March 2010

- » Managed federal grant adhering to policies and procedures including timely reporting and 1.5 million in budgeting
- » Recruited & retained Native Hawaiian students at Leeward Community College

### University of Hawai'i at Mānoa & Kapi'olani Community College

Lecturer, 2003 - 2007

- » Taught multiple courses in Hawaiian Studies including HWST 107, HWST 270, HWST 216 & HWST 210
- » Developed curriculum and implemented new Hawaiian Studies courses
- » Mentored & trained new Graduate Teaching Assistants in the Hawaiian Studies & Lanugage department

### University of Hawai'i, Mānoa, Kia'i Āina/Pono Kaulike, Inc.

Project Manager, 2001 - 2005

- » Managed Administration of Native American (ANA) multi-year multi-million dollar grant
- » Hired, trained, and managed a research staff of 12 employees and 15 volunteers
- » Established and maintained working relationships with research agencies, state agencies, and the Native Hawaiian community

## EXPERIENCE - GOVERNMENT

### Office of Hawaiian Affairs

Chief Knowledge Officer, June 2011 – April 2012

- » Developed and implemented agency-wide processes in strategic planning and organizational design and development
- » Executive lead for organizational initiatives including implementation of all advocacy initiatives
- » Agency lead for all community presentations and engagement regarding the Kaka'ako settlement
- » Budgeted multiple departments & staff reviews

### Office of Hawaiian Affairs

Senior Manager for Land, Culture & History, March 2010 – July 2011

- » Developed and executed land management strategies for OHA's lands
- » Conducted quantitative, qualitative and comparative research services
- » Developed the first ever Research Division for Land, Culture, & History
- » Managed Staff: Research Analysts in Land, Culture & History
- » Developed the Kipuka: Geographic Information Systems (GIS) Land Database

## PUBLICATIONS

### International Market Place: A Waikiki Icon

- » Role: Author & Publisher
- » 2014 Published by Mo'o Studio
- » 2015 Hawai'i Historic Foundation Preservation Honor Awards Achievement in Interpretive Media

### 'A'ama Nui: Warrior Guardian Chief of Lalakea

- » Role: Editor & Publisher
- » 2013 Published by Mo'o Studio
- » 2014 Hawai'i Historic Foundation Preservation Honor Awards Achievement in Interpretive Media
- » Po'okela Award Recipient

### MANA Magazine

- » Role: Editor
- » 2012 - 2013: 6 issues

### I ka 'ōlelo no ke ola i ka 'ōlelo no ka make: A Political Analysis of Contemporary Hawaiian Children's Literature

- » Role: Author / Doctoral Candidate
- » 2008-2009 University of Hawai'i, Mānoa, Hawai'i
- » Doctoral Dissertation

## RECOGNITIONS

### **dōTERRA Founder**

- » Role: Founder
- » 2021

### **Pacific Business News Hawai'i's Fastest 50**

- » Role: Awardee
- » 2020 Pacific Business News

### **Hawaii Business Magazine 20 for the Next 20**

- » Role: Awardee
- » 2019 Hawaii Business Magazine

### **Pacific Business News 25 Women Owned Businesses**

- » Role: Awardee
- » 2019 Hawaii Pacific Business News

### **Pacific Business News Industry Leader**

- » Role: Awardee
- » 2017 Pacific Business News

### **Pacific Business News 40 under 40**

- » Role: Awardee
- » 2016 Pacific Business News

### **Pacific Business News Women to Watch**

- » Role: Awardee
- » 2013 Women to Watch

### **Women to Watch Business Leadership Award**

- » Role: Awardee
- » 2013 Pacific Business News

### **Pa'i Award: Excellence in Illustration**

- » Role: Editor
- » 2012 MANA Magazine July/August

### **Pa'i Award: Honorable Mention Feature Photography**

- » Role: Editor
- » 2012 Mana Magazine, Lei Niho Palaoa

### **Aloha Modern Award**

## AFFILIATIONS

### **Hālau Kupukupu Ke Aloha, Hālau Hula, Kumu Leilani Basham**

Hula Practitioner, 2004-Present

### **Native Hawaiian Legal Corporation**

Board Member, 2015-Present

### **Kamehameha Schools Trustee Selection Committee**

Committee Member, 2021