



Beth Lowell

Campaign Director

Beth Lowell is a campaign director at Oceana, the largest international advocacy group working solely to protect the world's oceans. Lowell originally joined Oceana in 2005 as an ocean wildlife advocate and served as the organization's federal policy director for several years before taking on her current role.

Lowell's current responsibilities include directing Oceana's campaigns to Stop Seafood Fraud and Promote Responsible Fishing. Specifically, she works to require traceability of all seafood sold in the United States, keep illegal fish out of the U.S. market, ensure that seafood is honestly labeled, protect marine life such as sharks and sea turtles, and reduce bycatch (or unintentional catch) in commercial fisheries. Lowell has recently appeared in segments by *The Dr. Oz Show*, *FOX News*, and *NBC TODAY* and *Nightly News with Brian Williams*.

Prior to joining Oceana, Lowell served as the policy director for the Endangered Species Coalition (ESC), where she was responsible for advocacy efforts, public education, outreach and coordinating a national coalition of more than 370 environmental, business and scientific organizations. Before the ESC, she worked for the New Jersey Public Interest Research Group, organizing students and community members around pressing environmental and consumer issues that ranged from endangered species to pollution and bank fees.

Lowell is a graduate of Lehigh University in Bethlehem, Pennsylvania, where she received a Bachelor's degree in behavioral neuroscience and a minor in environmental science.