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The West is in need of a more open and efficient water market. So we're creating one.

- Kristina Ribellia, WWM



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KRISTINA RIBELLIA

FOUNDER & PRESIDENT

Kristina Ribellia is the founder and president of Western Water Market (WWM) and the host of the WWM Podcast. With an extensive background in acquiring and marketing water rights, Kristina is the catalyst behind the growth and development of WWM. Through her leadership and network, WWM is quickly becoming known as the go-to place to buy, sell, and lease water in the West.

EXPERTISE

Marketing | Acquisitions | Innovation | Collaboration

ACHIEVEMENTS

- Designed and ran the largest water rights auction in Washington's history for the Selah-Moxee Irrigation District.
- Developed and ran Washington's first online water rights auction, resulting in multiple bids and a fair market sale.
- Developed an online presence and marketing for 5 water banks in Washington.
- Currently serving over 600 subscribers who are tracking the market with a 40% avg. open rate.
- Growing a network of the top water right professionals who are serving and building the market, currently including 15 firms from across the West.
- Sets strategic vision and leadership for WWM, including emerging projects and partnerships.

EDUCATION

MS in Resource Management,
Central Washington University