

We want you! Get involved with the Satellite Needs Working Group to co-design actionable Earth observation solutions

The Satellite Needs Working Group (SNWG) is a coordinated approach to identify and communicate Federal satellite Earth observation needs, then develop solutions to help federal agencies use Earth-observing satellite data products in their decision-making . In this talk, we will describe more about SNWG and its goals, NASA's role, why it matters to the AEOIP community, relevant solutions, and how we can collaborate to make sure that the solutions coming out of the program are relevant, usable, and actionable for your applications and decision-making. In particular for this webinar, we are looking for collaborators who are interested in co-designing solutions related to land management and air quality.



Natasha.Sadoff is the Satellite Needs Program Manager, NASA HQ

Ms. Natasha Sadoff is the Satellite Needs Program Manager, where she manages a portfolio of activities that engages users, identifies diverse satellite needs, and/or facilitates the development of new NASA solutions that benefit society. In this capacity, she is the NASA Principal and leads NASA's participation in the Satellite Needs Working Group (SNWG). Ms. Sadoff is a geographer and social scientist who works at the nexus of environmental management, governance, and Earth science with a user-centric perspective. She has over fifteen years of experience defining actionable environmental data for diverse users and connecting those users to resources to improve their decision-making activities. Toward that end, she uses co-production principles and design thinking methodologies to implement stakeholder needs assessments, user engagement activities, training and outreach, and capacity building/development, particularly in the usage of Earth observations for societal benefit. From 2021 until January 2024, she served as the NASA

PACE Project Applications Deputy Coordinator based at Goddard Space Flight Center. Prior to that, she spent 13 years in the private sector where she developed and led a portfolio of projects for Federal government partners such as US EPA, NASA, and USAID building capacity domestically and internationally for environmental management.



Pontus.Olofsson, *Research scientist, NASA Marshall Space Flight Center*

Pontus Olofsson is a research scientist at NASA Marshall Space Flight Center. At NASA he supports the Satellite Needs Working Group (SNWG), an interagency effort of the US Government to identify the Earth observation gaps and data needs across civilian US federal agencies. Before joining NASA, he was a research professor and lecturer in the department of Earth and Environment at Boston University. Olofsson has degrees in physical geography and mathematical statistics from Lund University, Sweden. He received his PhD in Physical Geography from Lund University in 2007. His primary research interests revolve around the mining of archives of satellite data to further the understanding of how Earth is changing and the impact of change on people and environment. He has a special interest in how to combine remote sensing data and traditional sampling techniques to gain knowledge of environmental change.