
George Schmidbauer



George Schmidbauer is an experienced development professional with a background in project management, permitting, environmental entitlements, and public and private financing. Coming from a long line of successful forest products manufacturers, George currently leads project management and business development at the Schmidbauer Group of companies: Schmidbauer Lumber Inc, North Fork Lumber Company, Trinity River Lumber Company, Shasta-Sustainable Resource Management, and most recently Mad River Mass Timber. Throughout his career, George played a critical part in development projects ranging from ground-up heavy industrial, green field land, mixed-use master plan, affordable housing, and acquisitions of industrial, commercial and residential properties. George is skilled in analyzing and optimizing all aspects of development projects from conception to completion.



After receiving a degree in civil engineering at the University of Nevada, Reno, George worked as a project manager for a large developer and general contractor in Nevada building large affordable housing projects. Following his time in Nevada, George founded a real estate development consultancy firm focused on affordable housing in the Pacific Northwest. He specialized in managing the front end development, starting with site acquisition and feasibility analysis, followed by project scheduling, design, entitlement, financing, and public outreach. For each project George formed and managed teams of architects, engineers, contractors, environmental consultants, lenders, investors and non-profit partners. In this role, George was responsible for navigating environmental entitlements such as CEQA and NEPA, developing expertise in the multitude of permitting requirements that stem from each. Financing an affordable housing project requires careful balancing of the development budget against a complex capital stack. Securing as many as seven funding sources on a single project, George has the ability to not only win competitive public dollars, but comply with the layers of regulation that come with each.

Currently George is the project and business development manager at the Schmidbauer Group of companies, a long-standing family-owned sawmill organization rooted in Humboldt and Trinity counties. Since joining the family business, George recognized the enormous opportunity in modernizing the forestry and wood products industries with technology and sustainability in focus. This includes transforming the infrastructure, logistics, business practices, product markets and public perceptions that have remained the status quo for decades. In order to accelerate this change, George is actively building relationships across a diverse group of stakeholders including policymakers, industry experts, academics, nonprofits, and local governments. He focuses on innovative projects that solve the major problems that the industry and society face today, striving to position the company as a leader in environmental sustainability. Most recently, George launched Mad River Mass Timber Corp (MRMT) to focus on creating value added, engineered wood products in alignment with the Schmidbauer sawmills ongoing production. The launch of MRMT marks his long term commitment to using innovation to push forward a regenerative economic model in California, enhancing the region's forest health, rural economic stability and sustainable construction practices.
