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**Profile**

Brian

First Name

D

Middle Initial

Bordona

Last Name

Email AddressStreet AddressSuite or Apt

Napa

City

CA

State

94558

Postal Code

**Mailing Address (if different than Resident Address above)**

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Primary Phone

Home:

Alternate Phone

**Length of Residence in the City of Napa:**

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21 years

**Length of Residence in the County of Napa:**

---

21 years

**Registered to vote in the City of Napa?**

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☒ Yes ☐ No

County of Napa

Employer

Deputy Director of Napa County  
Planning, Building and  
Environmental Services

Job Title

**Ethnicity**

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☒ Caucasian/Non-Hispanic

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**Interests & Experiences****Which Boards would you like to apply for?**

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Parks, Recreation and Trees Advisory Commission: Submitted

Question applies to Parks, Recreation and Trees Advisory Commission

**3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?**

☒ Yes ☐ No

Upload a Resume

### Community Service Experience:

Leadership Napa Valley - Planning Day Co-Coordinator - Class of 24 (ongoing) Napa County Resource Conservation District - Annual Coastal Cleanup Day (ongoing) Napa County Parks and Open Space District - Trail maintenance and invasive plant removal in Westwood Park Please see attached Resume for additional volunteer experience.

### Education:

Bachelor of Science, Natural Resources and Land Use Planning - Humboldt State University (Arcata, CA 1999)

### Other relevant experience or expertise:

I have over 21 years of experience working as a professional land use planner for the County of Napa. Through this experience have developed a strong understanding of the roles and responsibilities of numerous boards, commissions and advisory groups, both in terms of procedural requirements and substance. Over my career I have advised the County Board of Supervisors, Planning Commission the Napa County Wildlife Conservation Commission, and several committees on matters related to land use planning, as well as served on technical advisory committees on matters pertaining to tree protection, erosion and water quality, and fire protection and recovery. Of particular relevance, for the past 10 years I have managed the County's environmental review program for hillside vineyard development projects, which involves significant modifications to the natural environment requiring extensive environmental review. Many projects involve extensive tree and vegetation removal, which requires extensive expertise in the field of biology and arboriculture, among other disciplines. Since 2012 I have served as the secretary to Napa County's Wildlife Conservation Commission, which is an eight-member commission that advises the Napa County Board of Supervisors on policy matters and funding proposals that preserved and enhance Napa County wildlife and their habitats. From an educational and training perspective, I have completed several courses germane to the Parks, Recreation and Trees Advisory Commission including Botany, Plant Taxonomy, Dendrology, Forestry Management, Ecosystems Management, Landscape Ecology and Planning, among others. And finally, I have had the pleasure of serving on the Parks, Recreations, and Trees Advisory Commission for the past 2 years during which time I have had made several positive contributions. In addition, during my two year tenure, I served on the three member by-laws sub-committee and the Joint Ad-Hoc Committee of the PRTAC and Senior advisory Commission that is currently in place. I am currently serving a vice chair on the Commission. I believe the combination of my recent experience on the Commission, professional experience and educational background provide significant experience and expertise would continue to serve the Commission and the public well if I were to be given the privilege to continue to serve on the Commission.

### Additional Questions

**What is your understanding of the role and responsibility of this board?**

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The primary role of the Commission is to advise the Parks and Recreation Services Director and the City Council on matters related to development and use of landscaped areas. The commission can also be the decision making body on decisions related to the planting and removal of city trees.

**Have you ever attended a meeting of this board? If so, how many?**

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Yes. I have been on the Commission for the past two years.

**What duties of this board are most interesting to you?**

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At this time, the duties of the Commission that are of most interest are related to developing solutions to overcoming the economic issues related to COVID and the related strain it has put on the City's ability to provide residents with recreational services. With limited resources and the ever increasing need for residents to seek recreation and the outdoors, the services provided by our park system are arguably more important than ever. As such, establishing and enhancing existing relationships with our partners, exploring opportunities to pool resources and prioritizing those services that most important to residents will be key in developing a path forward for today and building resiliency for tomorrow. would to simply have a role and play a part in advising the City Council and the Parks and Recreation Services Director on matters I believe could benefit from my professional expertise and relationships coupled with my desire to be more involved in my community. I have spent countless hours hiking and jogging through Westwood Hills Park and I would love the opportunity to play a role in building on current successes in making the City's many other urban landscapes attractive and enjoyable to residents and visitors alike.

**What activities of this board are least interesting to you?**

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After having served on the Commission for the past two years, I honestly cannot recall an activity or topic that was not interesting to me.

**What programs or projects would you like to see improved or implemented?**

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The following are a few examples of projects that I would like to see improved and implemented. Westwood Hills Park: I would like to build upon the recent improvements to Westwood Hills Park, focusing on trail maintenance and improvements to increase public safety and reduce erosion potential. As part of this effort, I would like to include vegetation management strategies aimed at reducing fire hazards through the removal of invasive plants (primarily Scotch broom) and replacement/restoration of native vegetation. Urban Landscapes and Parks: I would like to explore opportunities to incorporate more of an ecology philosophy to the way in which we landscape our urban landscapes and parks. The primary intent would be to improve aesthetics and biodiversity within these landscapes though the use of native trees and plants that could attract a wider range of insects and pollinators, which in turn would result in greater populations of birds among other ecological benefits. Not only could these areas create a more aesthetically pleasing areas for residents to picnic and interact, they could also provide for public education opportunities and function as outdoor classrooms, educating students on the value of native flora and fauna. Additionally, I believe there are opportunities to amend the Master Plan to place greater emphasis and importance on the benefits provided by our urban forests. Alston Park: I would like to enhance the tree planting and restoration efforts at Alston Park with particular focus on riparian areas and small drainages that have become gullies over the past several years.

**How would you approach improving these project(s) or program(s)?**

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I would approach these projects by first taking stock of existing plans, programs, policies and financial resources currently in place and determine if they could be enhanced or improved upon to further these projects. Second, I look to either build upon existing plans or develop new ones to carry out these projects. I would look to enhance or establish relationships with our schools and many existing outdoor education professionals as well as through organization such as the Resource Conservation District, Parks and Open Space District, Master Gardeners, Napa Audubon, California Native Plant Society, and other agencies for resources including technical expertise and volunteer coordination to further these efforts.

**Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?**

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No

**Please list two local references and their phone numbers:**

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Jill Techel (Program Coordinator - Leadership Napa Valley) (Major - City of Napa) [REDACTED] Vin  
Smith (Community Development Director - City of Napa) [REDACTED]

**How did you learn of this vacancy?**

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☒ Other

**BRIAN D. BORDONA**

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Education

**Bachelor of Science, Natural Resources and Land Use Planning - Humboldt State University**

Professional Experience

**Deputy Director - County of Napa, Department of Planning, Building and Environmental Services 10/1999 – Present**

- Manage and direct the activities of the Planning Division (current, long-range and conservation subdivisions) in the Planning, Building, and Environmental Services Department; Provide highly complex staff assistance to the Director and Assistant Director;
- Serve as the Secretary to the Planning Commission, Wildlife Conservation Commission and act as County Zoning Administrator;
- Formulate, develop and evaluate goals, policies, and procedures in order to provide clear direction and objectives of major programs/projects;
- Advise and consult with management staff on the progress, goals, and timelines of assigned programs/projects; provide management analysis and administrative assistance to the Assistant Director and Director;
- Perform highly responsible and complex professional planning duties in the preparation and review of plans and other documents;
- Provide staff support to advisory and decision-making commissions, direct and prepare documents for review by commissions; develop implementation plans and proposals;
- Serve on committees and task forces both within the department and with local, state, and national agencies and organizations.

Professional Certifications

- **Leadership Napa Valley – Class of 24** - A program to identify, train and motivate current and future local leaders.
- **Certified Professional in Erosion and Sediment Control (CPESC)** – Certification Number: 7496

Community Volunteer and Fundraising Efforts

- **Leadership Napa Valley – Land Use Planning Day Coordinator:** Develop and present curriculum for a day long class aimed at informing the leadership class of local planning policies and related efforts.
- **Friends of Westwood Hills Park/Napa County Parks and Open Space District – Trail Restoration:** Invasive plant species removal. Construction and installation of a kiosk and related signage; periodic trail maintenance and other volunteer opportunities.
- **Staglin Family Vineyard - Music Festival for Mental Health:** Provided volunteer services between 2004 and 2009 in support of this cause, which is the nation's leading charity venture fund aimed to treat and cure mental illness through brain research.
- **Napa Planned Parenthood – Wine, Women, and Shoes:** Provided volunteer support in this annual fundraising event aimed at providing financial support to comprehensive sex education programs and help empower teens and prevent unintended pregnancies through the organization.

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**Profile**

Tiffany

First Name

Kenny

Last Name

Middle Initial

Email AddressStreet Address

Suite or Apt

Napa

City

CA

State

94558

Postal Code

**Mailing Address (if different than Resident Address above)**

---

Primary PhoneAlternate Phone**Length of Residence in the City of Napa:**

---

7

**Length of Residence in the County of Napa:**

---

41

**Registered to vote in the City of Napa?**

---

☒ Yes ☐ No

Self Employed

Employer

Wine Marketing Consultant

Job Title

**Ethnicity**

---

☒ Caucasian/Non-Hispanic

---

**Interests & Experiences****Which Boards would you like to apply for?**

---

Parks, Recreation and Trees Advisory Commission: Appointed

Question applies to Parks, Recreation and Trees Advisory Commission

**3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?**

☐ Yes ☒ No

Upload a Resume

### Community Service Experience:

CITY OF NAPA PARKS, RECREATION AND TREES ADVISORY COMMISSION Napa, CA | Commission Chair, 2014-current (third term) FOUNDATION FOR NAPA RECREATION Napa, CA | Board member, Current President, 2017-current (second term) RIVER FAMILY FOUNDATION (River Middle School) Napa, CA | Board member, 2020-current (first term) LEADERSHIP NAPA VALLEY Napa, CA | Board Member/Recruitment Chair, 2015-2020 VICHY ELEMENTARY SCHOOL Napa, CA | PTA Financial Secretary/Board Member, 2015-2019 COPE FAMILY CENTER Napa, CA | PR & Marketing Committee Volunteer, 2011-2013

### Education:

Masters' in Business Administration, University of Phoenix, Fairfield, CA Graduated with Honors, July 2008 Bachelor of Science in Business Management, University of Phoenix, Fairfield, CA Graduated with Honors, September 2006

### Other relevant experience or expertise:

LEADERSHIP NAPA VALLEY Napa, CA | Class 27 Graduate, May 2014

### Additional Questions

#### What is your understanding of the role and responsibility of this board?

I have served on this commission for three terms and have acted as commission chair for approximately 20 months of that time. The Commission members are presented with information, provide feedback, make recommendations and vote to send items to city council for consideration and approval.

#### Have you ever attended a meeting of this board? If so, how many?

Yes, 35+.

#### What duties of this board are most interesting to you?

I enjoy being a member of this commission and would like to continue on. Having a better understanding of the efforts and projects taking place in our community is rewarding, and it's particularly exciting to see a project evolve from phased plans into reality, such as the Senior Center remodel and the Playground Fantastico re-build. I also appreciate how inclusive city staff is with residents and stakeholders throughout the discovery and design aspects of these projects. From ad-hoc committee participation for development of commission work plans and goals, to providing input on the Public Art program, and everything in between, I enjoy all aspects of this commission.

**What activities of this board are least interesting to you?**

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I cannot think of any activities that I have not enjoyed or found interesting.

**What programs or projects would you like to see improved or implemented?**

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The Parks & Recreation Commission merged with the Tree Commission a couple of years ago. Given the number of parks and recreation projects that have been occurring, trees has become less of a focus. Additionally, all prior Tree Commissioners have termed out. There are residents who attend each monthly commission meeting to share their concern about trees in our community. I see this as an area of opportunity for renewed focus. I would also like to see progress on previously approved master plan projects like Kennedy Park and Garfield Park.

**How would you approach improving these project(s) or program(s)?**

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Many of the past Tree Commission efforts were related to rules and regulations regarding public/private property, historical trees, and making recommendations on types of trees for planting in neighborhood and right-of-way areas. I would like our commission to become more familiar with these items in the coming months. I strongly recommend that we move forward in developing an Urban Forestry Master Plan to demonstrate our city's commitment to trees. This year has been stalled due to COVID-19. There will be changes in the look and feel of the Commission and upcoming projects due to the retirement of John Coates, moving Parks & Recreation within Community Development, and fiscal constraints due to reduced city tax revenue. I worry about the impact this will have on newer initiatives, such as the Park Ranger program, which I believe was only initially approved for two years, as well as impacts to allocated funds for master plan phasing, and general maintenance and esthetics standards within our parks. The community rallied behind parks when lay-offs were discussed; they have been absolutely critical for our community's emotional and physical well-being during these challenging times. Our Parks, Trees & Recreation programs should be treasured not just in difficult times, but at all times.

**Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?**

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No, I am not.

**Please list two local references and their phone numbers:**

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Gordon Waggoner, [REDACTED] Leslie Gates, [REDACTED]

**How did you learn of this vacancy?**

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☒ Other



# TIFFANY KENNY

## SUMMARY

Senior-level direct sales and marketing leader focused on the creation of strategic, sustainable consumer programs designed to build brand recognition, introduce luxury wines to new customers, build and preserve long-term customer relationships and increase winery profitability.

## SKILLS & EXPERTISE

- |  |                                  |                                   |
|--|----------------------------------|-----------------------------------|
| ❖ Brand Strategy                           | ❖ DTC Program Strategy           | ❖ Sales & Data Analysis           |
| ❖ Training & Development                   | ❖ Marketing & PR Planning        | ❖ Digital Brand Management        |
| ❖ Budget Creation, Reporting & Forecasting | ❖ Leading Cross-Functional Teams | ❖ Vendor & Partnership Management |

## EXPERIENCE

### Direct to Consumer

- Designed and launched new tasting programs at Acumen Wine urban tasting room and Estate vineyards, resulting in 60% increase in visitor traffic, 64% increase in revenue, 38% increase in volume, 11% increase in average case price and 133% wine club membership growth within first 6 months of tenure.
- Managed relationship marketing firm, focused on personalized outreach to build relationships with key Napa Valley gatekeepers with the goal of driving qualified visitor traffic
- Instrumental in establishing and implementing original Patz & Hall DTC business structure in 2005. Increased DTC net revenue 5x, net volume 4x and wine club membership 7x during tenure.
- Successfully launched Patz & Hall Sonoma location in 2014 with expanded DTC team and tasting programs, resulting in 80% YOY increase in visitor traffic, 59% increase in retail volume and revenue, and 28% wine club membership growth within first 12 months
- Directly managed \$5M+ DTC P&L and direct sales, marketing, communications and fulfillment departmental budgets totaling \$2M+

### Brand Management & Marketing

- Managed independent public relations and marketing firms, focused on positive wine and destination press from key critics, dynamic brand and DTC digital and print advertising campaigns, social media management, SEO and strategic/joint partnerships
- Participated in annual strategic company planning, including product mix, sales forecasts, pricing and positioning
- Developed and executed tactical brand strategies, including allocation and inventory oversight, website content and design, competitive set analysis, collateral design, program development, packaging and label updates, new product launches and pricing
- Collaborated with winemaker to identify exceptional lots each vintage, and determine number of winery-exclusive SKUs and associated volumes required to meet projected program needs

## Wholesale Support

- Participated in wholesale-related discussions and planning regarding on-premise programming and placements, national placements, depletion allowance programs, anticipated run-through rates, and in-market visits and associated events
- Assembled and communicated key acclaim for distributor network to maximize wholesale placements
- Identified and communicated key sales and messaging initiatives for annual distributor presentations
- Presented quarterly updates via video conference to internal sales division teams

## General Management

- Motivated, mentored and lead team of 15 administrative and sales professionals, to provide extraordinary, high-touch customer service while meeting sales goals and departmental and organizational KPIs
- Worked with production to ensure all wines are bottled and labeled in accordance with TTB regulations
- Prepared and presented strategic business reviews for executive team, founders & outside board
- Consistently recognized by executive management and team for contributions in leadership, positively impacting company culture, communication, and establishing best practices throughout the organization

SIGNORELLO ESTATE	Director of Sales & Marketing, 2019-Current
ACUMEN WINE	Director of Consumer Sales, 2017-2019
STE. MICHELLE WINE ESTATES, PATZ & HALL	Director of Consumer Sales & Marketing, 2005-2017
STAG'S LEAP WINE CELLARS	Direct Sales & FOB Coordinator, 2002-2005
THE HESS COLLECTION	Marketing Coordinator, 2001-2002

## EDUCATION

Masters' in Business Administration, University of Phoenix, Fairfield, CA | Graduated with Honors, 2008

Bachelor of Science in Business Management, University of Phoenix, Fairfield, CA | Graduated with Honors, 2006

## LEADERSHIP & COMMUNITY INVOLVEMENT

CITY OF NAPA PARKS, RECREATION AND TREES ADVISORY COMMISSION  
Napa, CA | Commissioner, 2014-current

FOUNDATION FOR NAPA RECREATION  
Napa, CA | Board of Directors, Vice President, 2017-current

LEADERSHIP NAPA VALLEY  
Napa, CA | Board of Directors, Executive Committee, Recruitment Leader, 2015-current

2016 STE. MICHELLE WINE ESTATES CHEERS AWARD  
Sonoma, CA | November 2016

LEADERSHIP NAPA VALLEY  
Napa, CA | Class 27 Graduate, May 2014

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**Profile**

Scott

First Name

Messenger

Middle Initial

Last Name

Email AddressStreet Address

Suite or Apt

Napa

City

CA

State

94559

Postal Code

**Mailing Address (if different than Resident Address above)**

---

Primary Phone

Home:

Alternate Phone

**Length of Residence in the City of Napa:**

---

23

**Length of Residence in the County of Napa:**

---

23

**Registered to vote in the City of Napa?**

---

☒ Yes ☐ No

Facebook Inc.

Employer

Manager, Facebook Connectivity

Job Title

**Ethnicity**

---

☒ Caucasian/Non-Hispanic

---

**Interests & Experiences****Which Boards would you like to apply for?**

---

Parks, Recreation and Trees Advisory Commission: Submitted

Question applies to Parks, Recreation and Trees Advisory Commission

**3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?**

☒ Yes ☐ No

Upload a Resume

### Community Service Experience:

HOA Street Tree Replacement Project (2011 - 2013) Objective: Replace 252 street trees that were dying from an incurable disease (fire blight). The street trees were on the homeowner's property which required a change in the neighborhood rules (CCRs) to allow the HOA to take responsibility. \$130,000 appropriated. • Conducted 8 neighborhood information sessions to communicate problem • Drove HOA Management company to conduct vote to change CCRs • Achieved necessary votes by large margin to allow street tree replacement • Researched disease by engaging experts and assembled committee • Submitted RFQ to multiple vendors • Negotiated and made vendor selection (A-plus tree service) • Worked with city of Napa (Dave Perazzo) to use consistent planting practices • Project completed during 2013 planting window • 252 trees removed, 260 trees of multiple varieties planted (\$122,000) • Sidewalks and streets repaired

Napa Yacht Club HOA Dredging Project (2011 - 2013) Objective: Dredge community waterway to a depth of -10 MLLW to allow safe waterway travel. Reserve funds of \$1.6M appropriated. Find vendor to perform work on schedule and under budget. Approval required by the HOA Board of Directors. • Acquired necessary permits (BCDC, Army Corps, Fish & Wildlife, City of Napa, etc.) • Submitted RFQ to multiple vendors • Negotiated and made vendor selection (Cooper Crain and Rigging) • Communicated project plan with community and city officials • Secured funding through mature CDs and made progress payments • Primary contractor went bankrupt & abandoned site • Mechanics lien filed against community thus hired lawyer to defend • Successfully defended and lien removed from HOA parcel • Submitted insurance claim and received payout due to damages • Reached out to The Dutra Group who agreed to quote the project • Negotiated price to avoid community special assessment • Completed dredging in 2013 dredging window (August – October) • 87,000 cubic yards removed at a price of \$1.4M (below HOA budget)

Napa Fire Department Boat Slip Acquisition (2012-2013) Objective: The Napa Yacht Club Board of Directors (BoD) were approached by the Napa Fire Department Station #4 to determine if a berth for their watercraft could be made available so they could better respond to Napa River emergencies and conduct training. Accomplish task at no cost to HOA and no cost to the Napa Fire Department. • Communicated proposal to HOA community through newsletter • Addressed community concerns at BoD meeting • Drove motion at BoD meeting (passed unanimously) • Designated boat slip and approved boat lift • Fresh water and electricity provided to slip in perpetuity at no cost

Cellular Site Development & Collaboration (2016 - Today) Background: Cellular 911 services unavailable during maintenance shed fire. International dignitary unable to achieve security clearance due to coverage issues. No communications during Atlas Peak fire. Once made aware of a 30-year lease agreement signed in December 2011, I recommended the formation of an IT/Network Committee and continue to manage interests toward our common objective. Objective: Improve communication infrastructure at Napa Valley Country Club (NVCC) and surrounding area by motivating cellular carriers VZW and ATT to fund the building of a cell site. Accomplish task at no cost to NVCC and facilitate rent payments for \$1,500/mo. to NVCC as soon as possible. • Contacted tower company president to determine lack of progress • Initiated petition for nearby community and NVCC membership to sign • Sent petitions with cover letters to ATT and VZW expressing need for better coverage • VZW agreed to re-direct efforts toward NVCC as "Anchor Carrier" • Worked with tower company to achieve Napa County planning commission approval • Drove continual progress report updates from Tower company to maintain priority • Facilitated site access for all subcontractors to prepare site for construction start • Construction start December 2018 • Cell site planned to be operational by Summer 2019 • Rent payments contractually committed to begin July 2019 to NVCC • ATT mobility now expressing interest to take 2nd position on multi-carrier tower

**Education:**

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Texas A&M University, College Station, TX BS in Electrical Engineering (1989)

**Other relevant experience or expertise:**

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I applied and was contacted for this position years ago but was unable to commit due to occupation travel commitments that changed after my application. COVID-19 has created a work from home environment with my current employer and will allow me to actively contribute to this committee.

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**Additional Questions****What is your understanding of the role and responsibility of this board?**

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Meet regularly to provide guidance and feedback on Parks and Recreation activities inclusive of tree activities.

**Have you ever attended a meeting of this board? If so, how many?**

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City Council Meetings only, ~ 10

**What duties of this board are most interesting to you?**

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Future Planning, Strategy and Operations

**What activities of this board are least interesting to you?**

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None. All of interest

**What programs or projects would you like to see improved or implemented?**

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I would like to see continued development of the bike trail. I would love to see continued development on Kennedy Park. I would like to see the Napa River water ways become navigate-able for all watercraft type to help bring additional commerce to the city. I would like to see the street tree program continue and help prioritize locations as needed.

**How would you approach improving these project(s) or program(s)?**

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Help facilitate easements for continued bike path development. Understand the master plan for Kennedy Park and offer assistance based on my transferable skills from my past work in the private sector. Understand what the city is doing for a sustainable dredging plan to keep the water way from Downtown to Napa pipe navigate-able. Offer suggestions on ways to solve excess silt build-up and limit dependency on the Army Corps. to perform the dredging.

**Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?**

---

No.

**Please list two local references and their phone numbers:**

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Liz Alessio, [REDACTED] Dorothy Salmon, [REDACTED]

How did you learn of this vacancy?

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☒ Internet

## Scott Messenger

Napa, CA

### PRODUCT & PROJECT MANAGEMENT EXECUTIVE

#### Achieving Success Through Collaboration and Establishment of Efficient, Effective Processes

Forward-thinking professional with record of achievement defining and directing strategic national and global market initiatives in ever-changing, dynamic environments. Demonstrated proficiency in coordinating programs and interfacing with cross-functional professionals of all levels; coupled with strong ability to assess services and support, including digital transformation programs and information dissemination. Reputation for excellence in aligning core business with customer demand, revenue and growth goals to enhance ROI.

Solid history of success with both small start-ups and large multi-departmental organizations in product management and service delivery, cost control and reduction, budget administration, employee acquisition and retention, key account development and cross-cultural and cross-functional collaboration.

#### Areas of Expertise:

- **Process and Policy Development**
- **Resourceful Problem Solving**
- **Project, Contract, and Risk Management**
- **IT Tool Integration and Optimization**
- **Budget Preparation & Cost Control**
- **Interpretation & Adoption of Policy Change**
- **Contract Negotiation & Employee Retention**
- **Media and Analyst Relations**
- **Broad Written & Verbal Communication Skills**
- **Next Generation Wireless Technologies**

### Professional Experience

**NOKIA NETWORKS**, Sunnyvale, CA

Oct. 2013 to Oct. 2018

#### **Senior Business Product & Program Director** (reporting to Chief Operating Office)

Define and productize scalable and centralized Contract Lifecycle Management (CLM) system with ability to monitor and alert pre-commercial customer commitments. Develop and maintain product roadmap with special focus on ensuring that business needs are well-defined and service integrators understand and deliver on these requirements. Work closely with IT when funding is granted for larger projects to deliver required functionality on time and under budget.

- Directed digital transformation program to evaluate and select the corporation's CLM system following Alcatel-Lucent acquisition, resulting in approval of recommendation by executive board with funding granted.
- Digitally incorporated Active Liability Management (ALM), enabling effective monitoring of pre-commercial commitments while reducing risk.
- Drove platform consolidation of supply and customer contracting systems across multiple large enterprises on time and below budget, resulting in savings of 1.23M Euros.

**NOKIA SIEMENS NETWORKS (NSN)**, Mountain View, CA

Jan. 2008 to Sept. 2013

#### **Head of IP Transport Business Solutions** (reporting to Head of Portfolio Management, Mobile Broadband Business Unit)

Created sustainable methods for reducing corporate liabilities and developed end-to-end portfolio solutions inclusive of acquired Atrica product line.

- Founded ALM concept to address product delivery risk exposure resulting in team-leader nomination to integrate the concept on global CLM platform.
- Leveraged total NSN product portfolio to create and deliver concept "Diamond of Differentiation," resulting in stronger competitive positioning and solution sales of NSN joint venture.

**NOKIA SIEMENS NETWORKS (NSN) (Continued)**

- Trained global NSN sales organization on Atrica product proposition “Carrier Ethernet,” allowing sales teams to compete against larger router-focused applications with more reliable and cost-effective approach.
- Integrated previous company (Atrica Inc.) and products into NSN, enabling configuration, purchase and support of products within 6 months post-acquisition using NSN’s IT product support infrastructure.

**ATRICA, INC.** (acquired by NSN), Santa Clara, CA

Mar. 2005 to Dec. 2007

**Vice President of Product Management & Business Development** (reporting to Chief Executive Officer)

Reviewed processes and made necessary changes to improve execution and predictability and roadmap development with both internal and external messaging. Acted in CEO capacity as necessary.

- Provided 90-day recommendation to BoD suggesting process and strategy change for success, resulting in renegotiated contracts, key customer issue resolution focus and product portfolio reduction.
- Addressed multiple high-profile customer issues and crafted resolution, resulting in customer retention.
- Reduced product and software lines 60% by directing product focus on core competencies, leading to improved quality and better operational support.
- Led due diligence response for all product-related activities, resulting in NSN acquisition.

**Additional Relevant Experience****CISCO SYSTEMS, INC.**, Milpitas, CA**Director, Product Marketing and Product Line Management**

Developed, deployed and supported 12 products which represented \$1.2B in revenue. Managed team of 20 product managers to drive development and marketing direction of end-to-end global optical portfolio.

**CERENT, INC.** (acquired by Cisco Systems), Petaluma, CA**Senior Product Manager**

Led product management team in creating industry's first Multi-Service Provisioning Platform (MSPP) targeted for both US and European service provider markets with goal to replace traditional transport systems with revolutionary platform.

**Education, Honors, & Professional Certifications**

- **Bachelor of Science (BS)**, Electrical Engineering, Texas A&M University, College Station, TX
- Multi-year Academic Scholarship Recipient, Texas A&M University, College Station, TX
- PMP Certification, Project Management Institute (cert. in progress, exam May 2019)
- Received Long-Term Incentive Award for outstanding performance within COO for CY2017
- Finalist for NSN Quality Award for ALM invention and customer commitment management process
- Top Talent Inductee and Long-Term Incentive Recipient, Nokia Siemens Networks
- Executive Leadership Program Nomination, Cisco Systems
- Business Leadership Program Nomination, Cisco Systems



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**Profile**

Jeffrey

First Name

M

Middle Initial

Richard

Last Name

Email AddressStreet Address

Suite or Apt

Napa

City

CA

State

94559

Postal Code

**Mailing Address (if different than Resident Address above)**

---

Primary Phone

Home:

Alternate Phone

**Length of Residence in the City of Napa:**

---

5 years, 8 months

**Length of Residence in the County of Napa:**

---

Same

**Registered to vote in the City of Napa?**

---

☒ Yes ☐ NoRetired from the Napa County  
Counsel's Office

Employer

Chief Deputy County Counsel

Job Title

**Ethnicity**

---

☒ Caucasian/Non-Hispanic

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**Interests & Experiences****Which Boards would you like to apply for?**

---

Parks, Recreation and Trees Advisory Commission: Submitted

Question applies to Parks, Recreation and Trees Advisory Commission

**3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?**

☒ Yes ☐ No

Upload a Resume

### Community Service Experience:

During the past year, I served as a volunteer for the Napa County Resource Conservation District, working for the District's Vineyard Manager on vineyard irrigation and leaf stress issues. My knowledge of viticulture and agricultural practices gained from my coursework at Napa Valley College was especially helpful to me in understanding the goals of the Demonstration Vineyard (including the development of environmentally sound and water-saving practices). Throughout the 2020 growing season, I monitored soil moisture and leaf stress readings throughout the vineyard. I reported my observations to the Vineyard Manager, who used my data in determining irrigation levels in the vineyard. Beyond that, my many years of experience in land use issues and in acquisitions and sales for public projects qualifies me to serve on the Parks Commission. I was a public servant for 19 years before I retired from law practice in December 2019. Among many other land use and real property matters that I took on, I handled litigation for the County of Orange in which the County fought to retain rights to a large portion of O'Neill Regional Park. In that context, I dealt with many issues relating to parks and the preservation of regional recreational opportunities. Thus, through my experience as a public servant for 19 years, I developed an ability to balance competing interests in preserving public resources and parklands. Outside my public sector work, my community service experience has largely been in the area of volunteer political work. I was the City Captain in Tustin, California in 2004 for the local John Kerry presidential campaign, which required recruitment and supervision of the work of more than 20 precinct captains. I also traveled to Ft. Lauderdale, Florida during the week prior to the election to serve as a volunteer elections attorney and poll monitor for the national Kerry campaign. I also walked precincts in Florida to get out the vote. In 2008 and 2012, I served similarly for the Obama campaign. In 2008, I traveled to Toledo, Ohio during the week prior to the election, serving as both a poll monitor and precinct walker. In 2012, I performed precinct and get -out- the vote work for the Obama campaign in Las Vegas, Nevada. This year I am volunteering for a number of U.S. Senate campaigns in contested races (Maine, Texas, North Carolina, South Carolina and Iowa) and am serving as a "Text Leader" for the Iowa coordinated campaigns of Biden/Harris and Theresa Greenfield.

### Education:

Please see attached resume.

### Other relevant experience or expertise:

Please see attached resume.

### Additional Questions

**What is your understanding of the role and responsibility of this board?**

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I have discussed the work of the commission with one of the present Commissioners, Brian Bordona, who enjoys his service on the Commission. I have also read articles about the formation of the Commission and the merger of the two previous bodies which provided advisory services on parks and recreation issues and on issues relating to preservation of trees. The commission advises the City Council and Director of Parks and Recreation on property acquisition and development for parks, on recreation and cultural issues and on matters relating to tree preservation and arboriculture. The Commission also has limited decision-making power as outlined in the City's municipal code relating to such issues as appeals of decisions regarding planting and tree removal.

**Have you ever attended a meeting of this board? If so, how many?**

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No, but I have reviewed information online about the work of the Commission and have discussed its functions with Commission Bordona.

**What duties of this board are most interesting to you?**

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The work of the Commission is advising the City on issues relating to development and maintenance of trees and parks is a vital local part of the effort to combat climate changed, which I view as perhaps the single biggest issues facing the nation and the world in the long run.

**What activities of this board are least interesting to you?**

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None. I would have to concoct something to provide an answer.

**What programs or projects would you like to see improved or implemented?**

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I apply for this seat with no pre-set agenda. As a new member of the Commission, I would need to learn more about current programs and alternatives being considered, particularly in the context of budget and other practical considerations. I would consider input from existing Commissioners, Council members and departmental staff before I develop an viewpoint about priorities.

**How would you approach improving these project(s) or program(s)?**

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Again, I would take the lead from existing Commissioners and from the City council and Director as to the best, most efficient approaches, within the practical constraints of budget considerations and property rights. But my 37 years of advising clients and achieving solutions to problems will make me a valuable, contributing member of the Commission with constructive ideas about how to improve or implement projects and programs.

**Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?**

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I know of no potential conflicts. I am now retired from the County Counsel's office so have no ongoing attorney-client relationship with any entity or person who might come before the Commission..

**Please list two local references and their phone numbers:**

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David C. Jones, Assistant City Attorney, Napa City Attorney's Office, [REDACTED] Steven Lederer, Director of Public Works, Napa County, [REDACTED] Jeffrey M. Brax, Napa County Counsel, [REDACTED]  
[REDACTED]

How did you learn of this vacancy?

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☒ Newspaper

## Jeffrey M. Richard



### EDUCATIONAL BACKGROUND

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- **University of California, Berkeley**, Juris Doctor, 1982
- **University of California, Riverside**, Bachelor of Arts with Honors in Political Science, 1979
- **Napa Valley College (Viticulture/Oenology program), certificate in progress (one class remaining)** 2015-present

### PROFESSIONAL EXPERIENCE

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- **Volunteer/Intern with Napa County Resource Conservation District** (2020). Under the direction of the District's Demonstration Vineyard Manager, monitored soil moisture readings and plant stress levels throughout 2020 growing season.
- **Chief Deputy County Counsel, Napa County Counsel's Office** (2015 - 2019; Acting County Counsel Oct. 2017 - April 2018). Represented the County, the Board of Supervisors, and various special districts and joint powers authorities in the most significant land use regulation issues, real property matters, Brown Act issues, waste management matters, resort improvement district matters; supervised code compliance team; directly supervised deputies; participated in office management; oversaw major litigation including PG&E litigation and CPUC proceedings.
- **Senior Assistant County Counsel, Orange County Counsel's Office** (2001 - 2014). Assisted County Counsel in operating the office of 68 attorneys and 33 support staff members. Directly oversaw the operations of three divisions of County Counsel practice: General Litigation, Human Resources, and Development & Facilities. Oversaw all Orange County condemnation cases and supervised advisory and litigation support to the Orange County Flood Control District.
- **Business Litigator** (Drummy Garrett King & Harrison/Drummy King & White, 1984 - 2001). Served as lead trial attorney in complex commercial, land use, environmental, and real estate litigation, including

significant jury trials and court trials.

- **Associate Attorney** (Best, Best & Krieger, 1982 - 1984). Specialized in public law and litigation including handling of civil trials and arbitrations.

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**PERSONAL**

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- Married, 38 years, to Kathleen (Kit) Richard, with two daughters
- Professional Activities
  - o 2015 to 2019 - Napa County Bar Association
  - o 2015 - Napa County Senior Leadership Academy
  - o 2009 - Orange County Leadership Academy
  - o 2008 to 2009 - Orange County Bar Association Judiciary Committee
- Honors & Awards
  - o 2019 - County Counsels' Association Recognition Award
  - o 2007 - County Counsels' Association Recognition of Outstanding Service Recipient
  - o 2006 - County Counsels' Association Litigation Award Recipient
- Volunteer Work
  - o 2020 - RCD Demonstration Vineyard irrigation monitoring support

- o 2012 - Obama/Biden campaign, canvasser, Las Vegas, Nevada
  - o 2008 - Deputy Field Organizer, Obama/Biden campaign,  
Election day poll monitor, Toledo, Ohio
  - o 2004 - City Captain, Kerry/Edwards campaign, Tustin, California  
Election day poll monitor, Ft. Lauderdale, Florida
- Grew up in San Jose, California, 1961 - 1975