

# Tracey Rogers Brandt

## Imagineer for a New Worldview

### WHY ME

Changemaker with a living system view with 20+ years' experience being creative visionary behind California's seminal Natural Winery that paved way for regenerative farming and winemaking now driving wine industry's growth.

Community builder who co-founded Berkeley's Gilman Business District and founded the Gilman Wine Block.

Engaging public speaker and thought leader that defines vision, builds collaborative support, and drives passion and participation with key stakeholders.


Expert adaptation, coping, and mental wellness skills who provides all community members goals, pathways, and agency.

Deep expertise in sustainable manufacturing and operations plus advanced knowledge of administrative, budgetary, human resources and financial principles and practices.

✉ tracey@circularpatterns.com

☎ 415-298-8816

🏠 627 Clayton Avenue  
El Cerrito, CA 94530

 **More Info on**  
[Linkedin.com/in/tracey-rogers-brandt](https://www.linkedin.com/in/tracey-rogers-brandt)



### LEADERSHIP & CHANGE MAKING EXPERIENCE

DONKEY & GOAT WINERY & TASTING ROOM

4/2004 – 7/2023

#### Proprietor Winemaker & General Manager

Globally recognized natural winemaking pioneer championing regenerative farming and production. Led execution of initiatives and projects including annual budgeting, production, and strategic marketing planning to drive long-term growth with team of 15. Developed and managed branding, winemaking and business operations, supply chain, distributor relationships, equipment, and IT strategy, plus robust hospitality program encompassing regular Tasting Room hours, special winery events, collaborative Gilman Wine Block events, and private events. Drove growth and new customer acquisition despite limited budgets by leveraging community collaborations.

#### Key Achievements

- Handcrafted 380 wine SKUs resulting in 1M+ bottles of wine that generated \$16M in revenue over 20 years—reached 100K+ customers
- Drove growth plan to produce less volume with more profit by shifting sales from distribution to direct-to-consumer (DTC) channel representing 73% of revenues by 2H23—DTC revenue grew 94% after hiring full-time direct sales manager in 2016 and grew 34% 2020 – 2022
- Launched 1st Fridays in 2017—4 years later re-launch closing 5th Street post relaxation of alcohol regulations stemming from Berkeley's pandemic emergency order. Founded Gilman Wine Block and moved event inside which resulted in 109% surge in traffic, 49% boost in revenue, and 130% increase in staff compensation without expanding payroll
- Boosted Tasting Room sales by 56%, generating 30% growth in revenue and 24% boost in gross profit compared to prior year

#### Key Projects

- Replaced DTC engine in 2H22 that included Commerce System, SaaS control center for channels (Tasting Room, Subscription Wine Club, & Internet) plus Tasting Room POS & Reservation systems, Subscription management, Front end website, CRM with marketing automation Integrations for Klavyio, Meta, and Google plus SKU management
- Upgraded content management system and process from disparate storage solutions that evolved over 18 years to be consolidated in Google Workspace
- Pioneering Winemaker at 750 Gilman project in 2011, bringing new type of manufacturing to Berkeley and building wine block which became anchor of thriving Gilman District now poised to become a shining example of eco-focused manufacturing, research and development and more!



### SKILLS

Entrepreneurial development & growth  
Business & manufacturing operations  
Sales, marketing, & GTM strategies  
Manufacturing, supply chain, distribution  
Visionary leadership & strategic planning



### AREAS OF FOCUS

Circularity & living systems mindset  
Community building & development  
Regenerative economic models  
Facilitating conditions for hope  
Ongoing education and adaptation

# Tracey Rogers Brandt

Page 2 | tracey@circularpatterns.com

## EXPERTISE

Ecology, regeneration, & sustainability

Complex & living systems frameworks

Strategic brand, marketing, & production planning

Team leadership

Sustainable growth models

Community building with all stakeholders

Synthesizing from complex data inputs

Training, coaching, & mentoring

Public speaking & visionary leadership

Holistic CX

## TECH

### Commerce Systems

Cultivate, VineSpring, Commerce7

### POS

Square, Tock

### Team Collaboration & Workplace Management

Google Workspace, Office 365, Google Platform, Dropbox, Pivotal, Slack, Workplace

### Creative

Adobe Creative Suite, Canva

### Automated/AI Driven Digital Marketing

Klaviyo, Mailchimp, Meta, Google

### Manufacturing

Innovint

### Accounting

QuickBooks



## LEADERSHIP & CHANGE MAKING EXPERIENCE

CRUSHPAD WINE

9/2003 – 2/2005

### Director of Sales & Marketing

Co-founded urban winery specializing in “make your own wine” customer experiences with 50K-sq.-ft. facility and \$10M annual revenue. Developed operational infrastructure and built supply chain, grower network, press relations, influencers, and consulting winemakers. Designed customer onboarding procedures and established workflows for winemaking. Produced educational and promotional content for website.

ERIC TEXIER

5/2002 – 1/2003

### Regenerative Winemaking Student

Studied craft of making natural wine through regenerative farming and winemaking under Eric Texier, globally celebrated pioneer of natural wine.

TRANSACT PLUS

9/2000 – 1/2002

### Product Manager, Customer Experience

Decades before blockchain enabled crypto currency, TransactPlus founded to commercialize internal messaging infrastructure from JP Morgan Chase’s global network that managed \$800 billion of secure, reliable transactions.

- Created Transaction Delivery Network between financial institutions and data centers with integrated PKI Compliant technological innovation directly into internet, and built critical B2B platform for companies in emerging internet economy

SNOWBALL.COM (NASDAQ: SNOW)

3/1999 – 9/2000

Last consumer web company IPO before NASDAQ imploded in 2000; was AdSense before Google launched in 2003. Content company supported by advertising both on content sites it developed and launched (IGN, ChickClick, Inside Guide, & Power Students) as well as 130+ affiliated content sites.

- Built Snowball’s 1<sup>st</sup> ecommerce site ChickShops—one of internet’s most popular sites in 2000 and pivotal to IPO



## COMMUNITY LEADERSHIP

Gilman Business District & Gilman Wine Block, founder

Berkeley Repertory Theatre, Corporate Council member

Women Entrepreneurs of Berkeley, member

Berkeley Chamber of Commerce, member

Regenerative Economics Cohort 4, student



## EDUCATION & CERTIFICATIONS

### Bachelor of Science, Business Management & Marketing

University of North Carolina Wilmington

### Introduction to Regenerative Economics with John Fullerton & Capital Institute

Cohort 4, Completed November 2023