

TRACEY ROGERS BRANDT

SUMMARY: I've built small businesses, communities, teams, brands, websites, communications and marketing campaigns, wineries, supply chains, manufacturing product plans, vineyards, sales channels, DTC and B2B digital ecosystems and more. I am a connector, community builder, ecological communicator and narrative storyteller, grounded in a deep respect for nature-based solutions that honors complexity and systems thinking.

EXPERTISE:

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| ✓ Business strategic planning and operations | ✓ Community building |
| ✓ Brand strategy and development | ✓ Ecology, regeneration, and sustainability |
| ✓ Engagement and retention programming | ✓ Agriculture, manufacturing and supply chain |
| ✓ Marketing, communications, earned and paid media | ✓ Systems thinking and complexity theory |
| ✓ Program management | ✓ Hospitality and events |
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WORK EXPERIENCE

CIRCULAR PATTERNS, JANUARY 2024 - Present

Storyteller, Connector, Community Builder and Visionary Systems Thinking Changemaker

With 20 years working at the intersection of communications, marketing, community building and regenerative agriculture and manufacturing as a visionary entrepreneur, I began studying bioregionalism, circularity, complexity science, systems thinking and nature-based solutions to create conditions for a more equitable and sustainable world.

I apply my decades of business, marketing, farming and manufacturing experiences to seek common ground that informs everything from the strategic planning process to grass roots executions and experience creation. I lead and participate in projects built on foundations of participatory design and inclusive community and stakeholder engagement with narrative storytelling to foster conditions for changemaking with customized on and off ramps for all involved. Collaborations, volunteer work and memberships include:

- Global Ambassador and Cohort 4 graduate, [Capital Institute](#) Regenerative Economics, November 2023
- Joined the [Global Regeneration CoLab](#) (GRC), March 2024
- Co-created and co-hosted a [Regenerative Economics Play Shop](#), SF Climate Week, April 2024
- Became a member of the [Becoming Denizen](#) collective founded by Jenny Stefanotti, April 2024
- Co-created and co-hosted [Regen & Degen with Jem Bendell, a 1-Day Unconference](#), October 2024
- Volunteer supporting ecological community building in Richmond California with [Urban Tilth](#) and [Richmond Rising](#), both central to the applications of the Transformative Climate Communities \$35 million grant

DONKEY & GOAT WINERY AND TASTING ROOM, APRIL 2004 – JUNE 2023

Cofounder, Chief Marketing Officer, General Manager and Winemaker championing sustainability and regenerative practices for 20 years as a natural winemaking pioneer and thought leader. Led, mentored and managed all aspects of strategic planning, operations and administration of a food manufacturing business that included:

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| ▪ Annual budgeting , 5-year rolling | ▪ Production planning | ▪ Vendor management |
| ▪ Brand strategy | ▪ Farming partnerships | ▪ Sales channel partners |
| ▪ Marketing Programs | ▪ Supply chain | ▪ HR and DEI |

Conceived, planned and led execution of all brand, communications and marketing programs including customer and community engagement for three sales channels: 3-tier distribution for both domestic and export, California wholesale and Direct to Consumer (DTC) for a controlled substance which included:

- **Website eCommerce** with AI driven, funnel narrowing, integrated paid and earned media programing
- **Subscription Wine Club** with local and remote VIP options to support customized engagement strategies
- **Hospitality programming** to support regular Tasting Room hours plus an array of events

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▪ Hospitality programming at Donkey & Goat Winery and Tasting Room included:

- Monthly First Friday community block parties with wine, food, live music & crafts
- Quarterly wine release parties featuring local chefs and musical talents
- Annual harvest and holiday community celebrations featuring local chefs and musical talents
- VIP farm to table chef & winemaker collaborative wine paired dining experiences
- Private events for corporate, political, civic and special life moments (weddings, baby showers, etc.)

Key Achievements

- 1H23 drove growth and new customer acquisition despite limited budgets by creatively leveraging community collaborations. Sold 56% more volume at the Tasting Room, generating 30% growth in revenue and 24% boost in gross profit compared to the prior year.
- 2H22 upgraded the DTC ecosystems that included all systems and SaaS providers supporting our DTC commerce, CRM and funnel narrowing marketing operations and flows. Included our VIP subscription wine club members, tasting room management and POS, reservations, content management for both WordPress and our Shopify based commerce website.
- 2H17 launched 1st Fridays at Donkey & Goat; 1H23 co-founded the Gilman Wine Block and grew monthly event to become a collaboration with the five wineries I recruited to join the Gilman Wine Block from 2013-2019; 2023 we doubled traffic, boosting revenue +49% and compensation per staffer +130%.

CRUSHPAD WINE, 2003 – 2005

Director of Sales and Marketing: Developed operational infrastructure, built supply chain, grower network, press relations, influencers, and consulting winemakers. Designed customer onboarding workflows.

ERIC TEXIER, 2002 – 2003

Regenerative Winemaking Student: Studied craft of making natural wine through regenerative farming and winemaking under Eric Texier, an early pioneer of natural wine.

TRANSACT PLUS, 2000 – 2002

Product Manager, Customer Experience: Designed user experience for B2B novel Transaction Delivery Network between financial institutions and data centers with integrated PKI Compliant technology.

SNOWBALL.COM, 1999 – 2000

eCommerce Product Manager: Built first 1st ecommerce site ChickShops, which was pivotal to IPO for innovative content site with over 130 affiliated networks all providing advertising revenue model that was precursor to Google AdSense.

COMMUNITY AND LEADERSHIP

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| ° Urban Tilth & Richmond Rising, Volunteer | ° Capital Institute, Global Ambassador | ° Gilman Business District, Co-Founder |
| ° Sunflower Alliance, Volunteer | ° Women Entrepreneurs of Berkeley | ° Gilman Wine Block, Co-Founder |
| ° Global Regeneration CoLab, Member | ° Berkeley Chamber of Commerce | ° Berkeley Repertory Theatre,
Corporate Council Member |

EDUCATION

Bachelor of Science, Business Management and Marketing
University of North Carolina Wilmington

Regenerative Economics with John Fullerton and Capital Institute
Cohort 4, Graduated November 2023