

TRACEY ROGERS BRANDT

SUMMARY: Strategic and visionary leader with 20+ years of experience in public affairs, marketing, community engagement, regenerative agriculture and sustainable business operations. Adept at promoting organizational initiatives through effective communication strategies, stakeholder engagement, and equity-focused programming. Proven success in building partnerships with governmental agencies, non-profits, and community groups to advance mission-driven goals. Highly skilled in strategic planning, branding, media relations, and serving as a trusted spokesperson to diverse audiences.

EXPERTISE:

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| ✓ Public Affairs and Government Relations | ✓ Strategic Planning and Budget Management |
| ✓ Branding, Signage, and Public Outreach Materials | ✓ Stakeholder and Partner Collaboration |
| ✓ Community Engagement and Equity Programming | ✓ Leadership and Team Development |
| ✓ Public Information Campaigns | ✓ Program Development and Application |
| ✓ Media Relations and Crisis Communications | ✓ Ecology, regeneration, and sustainability |
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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, 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 bring decades of communications, public affairs, business, marketing, farming and manufacturing experiences to seek common ground that informs everything from the strategic planning process to grass roots, empowering program development, application and ongoing refinement.

I lead and co-create 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 since 2004 as a natural winemaking spokesperson for my company, Berkeley's natural wine community and as a woman leader in the global natural wine movement.

- Conceived, planned and directed all marketing, communications, and public relations efforts, including managing media outreach and acting as the spokesperson D&G and the U.S. natural wine industry.
- Directed all marketing activities, including development and nurturing of our brand with omni media executions including printed materials, exhibits, signage indoors and outdoors, digital paid and earned media and more, to engage and increase the public understanding around our sustainability initiatives.
- During and following COVID-19, lead coordination and collaborations with local governments, nonprofits and the community to launch programs supporting economic vitality with equal attention to employee safety and environmental stewardship during these difficult years.

TRACEY ROGERS BRANDT

- Led the creation and management of annual and 5-year rolling budgets for operational and capital projects, ensuring alignment with long-term strategic goals and growth plans supporting loan covenants with RSF Social Finance, our pioneering lender focused on funding social enterprises.

Key Achievements

- Pioneered equity-focused programming in Tasting Room hospitality, partnering with community leaders to host public events celebrating local culture and diversity.
- Led the founding of Berkeley's "Gilman Wine Block," a collaboration with regional wineries featuring a monthly First Friday that grew from an event at Donkey & Goat in 2017 to become a Berkeley destination event each month featuring local chefs, crafts, music and five local wineries, doubling traffic, boosting revenue +49% and compensation per staffer +130%.
- As a sustainability leader in the wine industry with 7 vintages negatively impacted from wildfires, I drove collaboration with grower organizations, public policy advocacy organizations, private sector labs, and insurance agencies to support farmers in the face of climate impact with systems and processes to know when crops are impacted, to what degree and ensure resources are available to save farms.
- As systems thinking General Manager I led a collaborative team of staff and service providers to upgrade the DTC ecosystems that included all systems and SaaS providers supporting Ecommerce, CRM and funnel narrowing marketing operations with social media integrations and flows, for website visitors, VIP subscription wine club members, tasting room customer engagement and POS, reservations, and content management for both WordPress and a Shopify based commerce website.

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

GLOWING REFERENCES FROM MY BERKELEY COMMUNITY

Chez Panisse



Alice Waters, Founder of the Edible Schoolyard Project



Donkey & Goat, led by Tracey Rogers Brandt, is one of the great treasures of our Berkeley community. Donkey & Goat arrived here in 2006 and brought their organic winemaking style which extends from healthy soil and regenerative growing practices to minimal processing and ecological packaging.

It has been inspiring to watch Tracey grow her presence in the wine world while never wavering from her ecological mission. We depend on truly enlightened businesses like Donkey & Goat to anchor our community's commitment to the highest quality, most delicious organic-regenerative products.

~ Alice Waters
Founder Chez Panisse Restaurant &
Edible Schoolyard Project

MY COMMUNITY BUILDING HISTORY

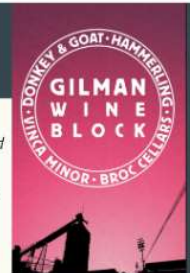
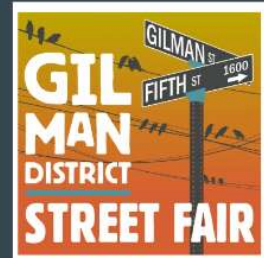


Tracey was the pioneering winemaker at the 750 Gilman project and had the vision to bring a new kind of manufacturing to Berkeley. Her leadership built the thriving community of five wineries in the block that anchors the Gilman District.

James Madsen, Partner
Orton Development

As the dynamic force behind Donkey & Goat, Tracey has nurtured the development of the Berkeley wine block and in doing so, helped establish the Gilman District as one of the most exciting new places in Berkeley for visitors and locals alike.

Jeffrey Church
Visit Berkeley



THE FUTURE IS FEMALE

Tracey Rogers Brandt is nothing less than a powerhouse entrepreneur with a clear brand vision and a commitment to sustainability and quality in her winemaking. She is a leader in her community, and a community builder, dedicated to ensuring the success of her business while also lifting up other entrepreneurs and women-led projects. Her tasting room and courtyard is the perfect combination of cozy and cool and most important of all, her wines are unique and delicious.

~ Lauren Schiller & Hadley Dynak



Donkey & Goat's discovery and investment in El Dorado County viticulture has ushered in a new chapter in the 150 year history of the area's agricultural industry. Tracey's grape purchases since 2005 have transformed not only Goldbud Farms, but the entire AVA's small and localized market to one that is dynamic and an ascending force in California's wine industry. **Tracey's moxie, tenacity, and integrity mirror the pioneering ideals that built the area.**

Since 2020, mother nature has doled a succession of natural disasters that brought not only Goldbud Farms, but much of California's wine industry to its knees. Having Tracey as a partner has provided Goldbud the morale and stability needed to continue to inch forward through the difficult days. **Her passion, drive, creativity and tenacity have been our loadstar as we try to keep pace, and push forward to greener pastures.**

~ Chuck Mansfield
Owner/Operator
Goldbud Farms



Tracey has proven herself to be an incredibly thoughtful and strategic community partner as we work together to revitalize the Gilman District.

She has been a generous and inclusive neighbor and proves her strong values through action. Impressively, she has used creative problem-solving and ingenuity to address head-on the challenges of winemaking in an environment deeply impacted by climate change."

~ Tom Parish
Managing Director, Berkeley Rep