

# TRACEY ROGERS BRANDT

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**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

### Forestr.org, August 2025 - February 2026

#### Director of Greening Projects and Programs

Leading the expansion and evolution of proven, participatory, green-scaping programming, to increase the number of hyper local communities activated and supported by ForestR current, emergent and visionary programming. My work is grounded in the ForestR mission to empower communities to build hyper-local programs, dedicated to cleaning, greening, and gleaning of private and public spaces. ForestR Greens has created six pocket parks in Alameda County since 2019 that offer open green space, food forests and coming soon will be our first native Miyawaki Method Forest at Monarch Park.

To increase community engagement and support, I will lead the development and expansion of the ForestR Rangers Programming, which aims to create workforce development pathways from ForestRs (volunteers) to credentialed and paid ForestR Rangers. The new ForestR Challenges App and ForestR University will work together to support communities' self-determination and resiliency while educating, training and empowering local communities to restore their hyper local water cycles and soil health. Our multifaceted programming works holistically, based on complexity science, to restore and regenerate life cycles that increase flora and fauna biodiversity, create healthy soil ready to absorb and sink carbon, grow healthy food, and become water catchment systems that restore natural water flows, water tables and ancient aquifers.

### 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.

### 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.

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- 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.
- 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 ecommerce site 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

- Associate Board Director, CCRCD
- Sunflower Alliance, Volunteer
- Global Regeneration CoLab, Member
- Capital Institute, Global Ambassador
- Women Entrepreneurs of Berkeley
- Berkeley Chamber of Commerce
- Gilman Business District, Co-Founder
- Gilman Wine Block, Co-Founder
- 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

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