

Tracey Rogers Brandt

SUMMARY

Strategic brand and product leader with 20+ years spanning marketing, community building, and regenerative systems design. Developed original economic and governance frameworks that translate complexity into program design and operational infrastructure, and built audience-facing brands and products with a track record in pipeline strategy and community growth. Skilled across regenerative agriculture, regenerative economics, and regenerative tech, with a track record of growing engaged communities and mission-driven ventures from the ground up.

EXPERTISE

- Brand and Product Strategy
- Community Building and Audience Engagement
- Regenerative Agriculture
- Regenerative Economics
- Regenerative Tech
- Systems and Governance Framework Design
- Program Design and Development
- Product Design and Development
- Marketing and Operations
- Pipeline Development and Management
- Onboarding and Customer Experience Design
- Stakeholder and Partner Collaboration
- AI-Fluent Strategic Collaborator

WORK EXPERIENCE

Circular Patterns — January 2024 – Present

Founder, Storyteller, Connector, Systems Thinking Changemaker Independent consultancy applying 20 years of communications, marketing, community-building, regenerative agriculture, and manufacturing experience to systems design, community economic infrastructure, and client strategy work. Select engagements:

Regenerism / Neighborsheds — Original Framework & Systems Design (3-year independent R&D effort)

- Designed Regenerism, an original care-based economic governance framework with 7 interlocking components (Neighborsheds, federated governance, monitoring rubric, trust infrastructure, funding strategy, alternative financial instruments), operating at the protocol/architecture layer below individual financial tools.
- Architected a multi-scale federated governance model (Neighborshed → county → watershed → bioregion) with a repeating DEI-prescribed council structure and integrated two-tier dispute resolution.
- Designed DERR (Doughnut Economic Regenerative Rubric), a sensor-based monitoring tool mapping community needs against planetary boundaries and social foundations metrics.
- Synthesized 10+ external theoretical and technical frameworks (Doughnut Economics, Creditism, Project Weave, CUEnomics, Capital Institute methodology) into a coherent original system, weaving in and crediting each source's original thinkers throughout all public materials.

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- Authored long-form thought leadership and structured proposal materials translating the framework for funders and field peers; built ongoing professional network engagement on LinkedIn and Substack.

Marketing & Systems Consulting — Hawkeye (client: Marshall Kirkpatrick)

- Diagnosed and re-architected a multi-property site funnel, consolidating four fragmented properties under one domain and nav structure to develop an engagement funnel connected to pipeline.
- Designed a two-layer audience architecture — separating function-specific front-end channels (email, events, website, newsletter) from a unified CRM backend — to unify a contact base fragmented across 5 platforms (Mailchimp, Luma, WordPress, Daylite, Substack).
- Reverse-engineered and diagrammed the client's full technical architecture directly from the live codebase, resolving ambiguity between the product's internal object model and its underlying data stores for both technical and non-technical stakeholders.
- Directed segmented re-engagement email campaigns across two dormant audiences with distinct tone and CTA strategy per segment.

Event Production & Marketing — She's Geeky AI Edition (client: Kaliya Young)

- Led event production, marketing strategy, and execution for She's Geeky AI Edition
- Designed and led build-out of the event website, shesgeeky.org
- Originated and secured a partner-host placement for She's Geeky within Human + Tech Week 2026 (Nichol Bradford), extending event reach and credibility at zero marketing spend.

Forestr.org — August 2025 – February 2026

Director of Greening Projects and Programs Led expansion of participatory green-scaping programming across hyper-local communities in Alameda County, including workforce development pathways (ForestR Rangers) and app/education infrastructure (ForestR Challenges App, ForestR University) designed to restore local water cycles and soil health.

- Selected participant, "Regenerate the Bay Doughnut Economic Accelerator," representing Forestr.org through a program culminating in a public pitch evening to funders and program partners.

Donkey & Goat Winery and Tasting Room — April 2004 – June 2023

Cofounder, Chief Marketing Officer, General Manager and Winemaker Championed sustainability and regenerative practices since 2004 as spokesperson for the company, Berkeley's natural wine community, and the U.S. natural wine industry.

- Directed all marketing, communications, and PR, including omni-channel brand development (print, exhibits, signage, digital paid/earned media).
- Led creation and management of annual and 5-year rolling budgets for operational and capital projects, aligned with long-term strategic goals and loan covenants with RSF Social Finance.

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- Led cross-sector coordination (local government, nonprofit, and community partners) during and following COVID-19 to launch programs sustaining economic vitality alongside employee safety and environmental stewardship.

Key Achievements

- Pioneered equity-focused programming in Tasting Room hospitality, partnering with community leaders on public events celebrating local culture and diversity.
- Founded Berkeley's "Gilman Wine Block," a monthly First Friday collaboration that grew into a Berkeley destination event featuring five local wineries, doubling traffic, boosting revenue +49% and staff compensation +130%.
- Drove cross-sector collaboration (growers, policy advocacy, private labs, insurers) to support farmers through 7 wildfire-impacted vintages.
- Led upgrade of the full DTC systems ecosystem (Ecommerce, CRM, marketing automation, POS, WordPress/Shopify) as systems-thinking General Manager.

Crushpad Wine — 2003 – 2005

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

Eric Texier — 2002 – 2003

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

COMMUNITY AND LEADERSHIP

- Associate Board Director, Contra Costa Resource Conservation District
- 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