

Tracey Rogers Brandt

Founder, Systems Designer & Strategic Consultant

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SUMMARY

Senior leader with 20+ years building communities, programs, brands, and mission-driven ventures from the ground up. Nineteen years of full P&L, staff, brand, and product ownership through wildfire, pandemic, and a lender transition, followed by director-level program leadership and independent framework design. Recruited independent operators into a shared coalition and cofounded the merchants association that turned a vacant Berkeley industrial block into a nationally recognized district, growing traffic 109%, revenue 49%, and staff tip income 130% in the year the model was formalized. Designs original governance and measurement systems that translate complexity into program design and operating infrastructure. Works from a product mindset: define the audience, instrument the funnel, test, and cut what does not work.

LEADERSHIP STRENGTHS

- Brand, product, and marketing strategy; audience architecture and funnel design
- Community and coalition building – grassroots first, institutions second
- Program design, launch, and portfolio prioritization
- P&L ownership, hiring, staff development, budget and loan covenant management
- Systems and governance framework design; measurement and rubric design
- Event production, convening, and audience growth
- Cross-sector stakeholder collaboration: government, funders, nonprofits, growers, press
- Public spokesperson and external representation; national media coverage
- Regenerative agriculture, regenerative economics, and regenerative technology
- AI-fluent strategic collaborator – early ChatGPT adopter, November 2022

WORK EXPERIENCE

Circular Patterns

January 2024 – Present

Founder, Systems Designer & Strategic Consultant

Independent practice combining original governance and systems framework design with brand, product, and marketing strategy for mission-driven clients and ventures. Select engagements:

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

- Designed Regenerism, an original care-based economic and governance framework with six interoperable components (Neighborhoods, federated governance, monitoring rubric, trust infrastructure, funding strategy, alternative financial instruments), designed to sit beneath individual financial tools rather than compete with them.
- Designed DERR, the Doughnut Economic Regenerative Rubric – a shared way to read a whole place against nine biosphere measures and twelve community measures, across four inventories: the place's assets and liabilities, its people's offers and needs, its regenerative baseline and capacity, and its circular production capacity for regional supply chains in water, food, energy, and sanitation.
- Built the rubric to output regenerative recipes matching what people can offer to what a place needs, so funding can be directed to a place by need rather than by credit rating.
- Architected a multi-scale federated governance model (Neighborhood → watershed → county → bioregion) with a repeating council structure using equity-prescribed representation, and integrated two-tier dispute resolution at each level.
- Synthesized 10+ external theoretical and technical frameworks into one coherent original system, crediting each source thinker throughout all public materials.
- Turned deliberately toward the protocols-not-platforms community in January 2026 – the open-source and decentralized-identity practitioners building trust infrastructure – to ground the design in a layer that will

actually exist.

- Scoped an alpha pilot honestly: the framework is designed and the practice is proven at parcel and block scale; what remains is one place where the two meet, field-testing the rubric and producing a replicable participation model.
- Authored long-form thought leadership on Substack, including "The Paradox of How" (July 2026) and "Abundant Intelligence Is a Category Error" (August 2026), and built an ongoing professional audience there and on LinkedIn.

Product, Brand & Systems Strategy – Hawkeye (client: Marshall Kirkpatrick)

- Diagnosed and re-architected a multi-property site funnel, consolidating four fragmented properties under one domain and navigation structure to connect engagement directly to pipeline.
- Designed a two-layer audience architecture separating function-specific front-end channels (email, events, website, newsletter) from a unified CRM backend, resolving a contact base fragmented across five platforms.
- Originated a product-level account data model (account → ecosystem → segment, each tier bounded) that resolved a multi-business-unit customer use case and produced the founder's first defensible value-based pricing structure.
- Reverse-engineered and diagrammed the 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.
- Identified a structural product gap – audience engagement never fed back into the platform's own curation intelligence – and designed a protocol-based ingestion architecture to close the loop, paired with declared-data, anti-surveillance positioning as a differentiator for confidentiality-sensitive verticals.
- Directed segmented re-engagement campaigns across two dormant audiences with distinct tone and CTA strategy per segment.

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

- Produced the 2026 return of She's Geeky, the Open Space unconference for women in tech that Kaliya Young originated and ran for ten years, drawing two hundred women to a one-day gathering in San Francisco.
- Led marketing strategy and execution, designed and led build-out of shesgeeky.org, and presented.
- Originated and secured a partner-host placement inside Human + Tech Week 2026, extending reach and credibility at zero marketing spend.

Convening & Field Building

- Presented the Neighborhoods and DERR design at Internet Identity Workshop #42, Computer History Museum, April 2026 – putting the framework in front of the practitioners whose protocols it would need to sit on.
- Supported the Bay Delta bioregional unconference gatherings convening changemakers across the bioregion – four of them since October 2024, two intensively.
- Co-hosted Rewilding Our Way Forward, June 2025 – a garden tour and brunch convening changemakers aged twelve to eighty, and the first step toward a bioregional collaboration to trial tools and programs that let communities restore, regenerate, relate, and reimagine their shared landscapes.

Forestr.org

August 2025 – February 2026

Director of Greening Programs and Projects

- Led expansion of participatory green-scaping programming across hyper-local Alameda County communities, including workforce development pathways (ForestR Rangers) and 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 in a program run with the California Doughnut Economics Coalition and culminating in a public pitch to funders and program partners.
- Led the creation of Storytellers' Park, a 400 sq ft front-yard pocket park in El Cerrito a block from the high school, designed and built largely from salvaged materials on ground that had sat unused for years, dedicated November 2025. Three years of compost, mulch, and natives: the ground now holds water and grows food.

Donkey & Goat Winery and Tasting Room

April 2004 – June 2023

Cofounder, Chief Marketing Officer, General Manager and Winemaker

Ran marketing, community, staff, product, and P&L for nineteen years, through seven wildfire-impacted vintages, a pandemic, and a lender transition. 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 across print, exhibits, signage, and digital paid and earned media.
- Led creation and management of annual and five-year rolling budgets for operational and capital projects, aligned with long-term strategy and loan covenants with RSF Social Finance.
- Wrote the winery's manifesto in 2009 – pick early, wild yeast, no additives, wood vats, no plastic – years before any of it was a marketing position. Most of it is table stakes now.
- After the 2021 Caldor Fire destroyed most of that year's fruit, launched Climate-Driven Creative Wines under a California designation rather than defend appellation prestige, turning a climate constraint into a product decision.
- Joined a grower in working with the Wine Institute after 2021 on the gap between growers and winemakers, the labs testing for smoke impact, and the near-absence of crop insurance in between.
- Led cross-sector coordination with local government, nonprofit, and community partners during and after COVID-19 to launch programs sustaining economic vitality alongside employee safety.
- Led upgrade of the full DTC systems ecosystem (ecommerce, CRM, marketing automation, POS, WordPress/Shopify) with no downtime across an eighteen-year data history.
- Pioneered equity-focused programming in tasting room hospitality, partnering with community leaders on public events celebrating local culture and diversity.

Community & Coalition Building – The Gilman District

- Cofounded the East Bay Vintners Alliance and started Berkeley Made Libations, then took an early redevelopment bet as the first winery and the first tenant to manufacture anything on a decade-vacant industrial site – the former Flint Ink Factory, which ran from 1906 to 1999 – opening Berkeley's first stand-alone urban tasting room in 2011.
- Recruited four additional anchor wineries to the block over five years. Hired the winery's first dedicated Tasting Room Manager and DTC Sales Director in 2016, and in 2017, with that hire leading much of the ground work, cofounded what is now the Gilman District Merchants Association.
- Built the coalition grassroots-first among mixed-use residents, small business owners, and the neighborhood's longstanding pottery and artist community before connecting to the City of Berkeley's Office of Economic Development, the council district office, and Visit Berkeley.
- Led the shift from single-venue First Fridays hosted at the winery's own expense to a closed-street, multi-winery block party giving every winery on the block an equal opportunity to earn. Absorbed an initial revenue dip as competitors captured share of wallet, then grew traffic 99% and revenue 45%, followed by 109% traffic, 49% revenue, and a 130% rise in staff tip income in 2023 once formalized as the Gilman Wine Block – gains that held through an industry-wide budget-slashing quarter.
- Earned national press coverage (Vogue, Wine Enthusiast, Food & Wine) and on-record public credit from Orton Development's partner, Visit Berkeley, and Berkeley Repertory Theatre for turning a decaying industrial corridor into a nationally recognized destination.
- Named the coalition's core governance gap directly: it formed reactively under pandemic and wildfire pressure, running on personal relationships rather than durable shared structure. That lesson is now central to how new coalitions and programs get designed.

Crushpad Wine

2003 – 2005

Director of Sales and Marketing – concurrent with early Donkey & Goat

- Built operational infrastructure, supply chain, and grower network; ran press, influencer, and consulting winemaker relations; designed customer onboarding workflows.

Eric Texier, Rhône Valley, France

2002 – 2003

Regenerative Winemaking Student

- Studied natural winemaking through regenerative farming under Eric Texier, an early pioneer of natural wine.

Technology & Advertising

1993 – 2002

Snowball.com · TransactPlus · Cohn & Wells · FGI

- UX product manager at TransactPlus (2000–02) on a PKI-compliant transaction delivery network built within JP Morgan's \$800 billion worldwide business – two decades before comparable trust infrastructure became mainstream.
- Built ChickShops at Snowball.com (1999), the first ecommerce site connected to the pioneering affiliate advertising revenue model being invented there – three years before Google launched its own.
- Agency accounts: Audi of America (1993), then Red Hat and post-AT&T-breakup baby bell accounts in Chapel Hill (1995), then the Microsoft account in San Francisco (1998).

COMMUNITY AND LEADERSHIP

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| • Associate Board Director, Contra Costa Resource Conservation District | • Global Regeneration CoLab, Member · Sunflower Alliance, Volunteer |
| • Gilman District Merchants Association, Cofounder · Gilman Wine Block, Cofounder | • Berkeley Repertory Theatre, Corporate Council Member |
| • East Bay Vintners Alliance, Cofounder · Berkeley Made Libations, Founder | • Women Entrepreneurs of Berkeley · Berkeley Chamber of Commerce |
| • Capital Institute, Global Ambassador | |

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
- Natural winemaking with Eric Texier, Rhône Valley, France – 2002