

JUDY HERRERIAS JAMES

Qualifications

- ❖ Developed and maintained public affairs and community relations and managed private/public partnerships for Kaiser Permanente, Comcast, Republic Services, Clover Stornetta Farms and Sonoma County Farm Bureau.
- ❖ A strong record of accomplishments while working with elected officials and city and county staff members on local, regional and statewide business issues.
- ❖ Leadership roles on several Boards of Directors.
- ❖ Experience developing, overseeing and meeting budgets.
- ❖ Extensive public speaking and media experience along with excellent written communication skills.
- ❖ Successfully developed and managed teams of cross-functional staff and volunteers with diverse skills and backgrounds.

Professional Experience

Kaiser Permanente – Director of Public Affairs – Sonoma/Marin Counties ▪ 2019 - 2021

- ❖ Responsible for strategic internal and external communications.
- ❖ Responsible for government and community relations, community health, media relations and membership growth.
- ❖ Responsible for hiring, training and development, and succession planning within Public Affairs.
- ❖ Develops, leads, and promotes programs that foster community relations and brand marketing objectives.

Comcast – Director of Government Affairs, North Bay ▪ 2014 -2019

- ❖ Responsible for regulatory and public policy matters for the North Bay Region.
- ❖ Development and implementation of strategy for public policy issues.
- ❖ Oversee budgeting and programming for corporate initiatives and community affairs activities. Creatively maximize effectiveness of company's reach while operating within budget.
- ❖ Primary company contact in the event of disasters.
- ❖ Recognized at the Division level for leadership and crisis management.
- ❖ Team lead on regional and statewide initiatives.

Republic Services, Inc. – Manager of Community Affairs ▪ 2010 - 2014

- ❖ Developed relationships with elected officials and their staff members, business leaders and regulators in the North Bay.
- ❖ Responsible for creating community affairs strategic plans, budgets and promotional materials utilized to cultivate growth for the company in the North Bay region.
- ❖ Created unique sponsorship/partnership opportunities between private and public entities.

- ❖ Created, oversaw and implemented community outreach campaigns and activities.

Clover Stornetta Farms – Director of Community Development ▪ 2002 - 2010

- ❖ Represented the company to the North Bay community, including regularly attending events and creating and maintaining relationships with key community groups.
- ❖ Responsibility for the company's events, charitable donations, educational displays, scholarship programs, product promotions, community events, and event staffing.
- ❖ Represented the industry, often in a leadership capacity, by serving on numerous Boards and committees.
- ❖ Developed new programs which resulted in the creation of several new positions within the company.

Sonoma County Farm Bureau – Executive Director - Santa Rosa, CA ▪ 1989 - 2001

- ❖ As a respected leader in the agricultural industry, I provided professional management representing more than 2,500 members, including administration of staff, strategic planning, Board development and policy implementation.
- ❖ Worked with local, regional and state officials, including frequently providing testimony, to educate them about the industry and build productive relationships with elected officials and their staff members.
- ❖ Spoke on a regular basis to the media, service groups, community groups and political bodies. Built relationships with other advocacy organizations.
- ❖ Made improvements to Board leadership, committee effectiveness, and communications to members. Substantially expanded marketing programs and grew staff by developing funding for new positions.

Santa Rosa Junior College – Adjunct Instructor - Santa Rosa, CA ▪ 1999 - present

- ❖ Teach Business Management classes including Economics, Business Management, Algebra, Leadership Development, and Work Ethics. Created the first on-line course for the Ag/Natural Resources Department. Wrote curriculum for the Career Development program.

Education

California Polytechnic State University - San Luis Obispo, CA

B.S. Ag Business Management/Minor in Marketing ■ 1979 - 1982

Santa Rosa Junior College - Santa Rosa, CA

Associate Degree Coursework ■ 1976 - 1979

Professional Development Courses ■ 1989 - 2010

Professional and Community Leadership

Sonoma County Workforce Investment Board – Appointed by the Board of Supervisors
Santa Rosa Metro Chamber of Commerce -Past Board Chair, Past Advocacy Chair
Redwood Credit Union - Chair of RCU Services Group Board and Board Member
United Way of Wine Country - Women United Steering Committee member
Santa Rosa Junior College Ag Trust Foundation – Board Member
Sonoma County Professional and Business Women – Board member
Sonoma County Farm Bureau – Board Member

Past Involvement

Sonoma County Local Task Force – Board Member, Appointed by the Board of Supervisors
Petaluma Chamber of Commerce – Board Member
Daly City Lions Club - Officer
Sonoma County Alliance – Past Board Officer and Executive Committee Member
Skyline College President’s Council – Council Member
Northern San Mateo Leadership Program - Graduate
California Women for Agriculture – State Board Member
Sonoma County Cradle to Career – Member