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**Application for Appointment to Board, Commission, Committee, Task Force or Position**

Applicants appointed by the Board of Supervisors will be required to take an oath of office. All applications will be kept on file for one year from the date of application.

**Public Records Act**

Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is not regarded as confidential except for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

**Form 700 Conflict of Interest Code**

[California Fair Political Practices Website](#)

Please note that appointees may be required by state law and county conflict of interest code to file financial disclosure statements.

**Which Boards would you like to apply for?**

Montezuma Public Cemetery District Advisory Committee: Submitted

**Category of Membership for Which You Are Applying**

Full member

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**Profile**

Cynthia

First Name

Gosling

Middle Initial

Last Name

\_\_\_\_\_

Email Address

\_\_\_\_\_

Home Address

\_\_\_\_\_

State or Zip

\_\_\_\_\_

City

CA

State

\_\_\_\_\_

Postal Code

**Which supervisorial district do you reside in? \***

☒ District 3

To find your supervisorial district go to <https://www.countyofnapa.org/2051/Find-my-supervisor-and-district> and enter your address.

\_\_\_\_\_

Primary Phone

Opus One W nery  
mployer

DTC/eCommerce  
Job i le

Coord nator  
Occupation

## Education/Experience

[https://www. nked n.com/ n/cynth a-gos ng-12330110/](https://www.nakedn.com/n/cynthia-gosling-12330110/)

**Name and occupation of spouse within the last 12 months, if married. (For conflict of Interest purposes)**

## Resume

[C\\_Gos ng Resume.pdf](#)

Upload a Resume

Letter o Recommendation or Supplemental  
Attachments

**Professional or occupational license, date of issue, and expiration including status**

**References: Provide names and phone numbers of 3 individuals who are familiar with your background.**

## Community Participation

**Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute.**

Regarding my father, George Gos ng, am related to over 50% of the families that lived in Mont ce o so very related to the cemetery. The family have had Memorial Event every year for as long as I can remember and all are interested in the cemetery. As I have moved back to Napa County would be willing to help provide support for the cemetery.

**Nature of activity and community location**

**Other County Board/Commission/Committee on Which You Serve/Have Served**

**Public Actions that may impact Credit Rating (List all court or other public administration actions impacting your credit rating within the past ten (10) years)**

## Electronic Signature Agreement

**I declare under penalty of perjury that the foregoing is true and correct.**

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☒ Yes ☐ No

**Please Agree with the Following Statement**

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**By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.**

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☒ I Agree

**Electronic Signature (First M. Last)**

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Cynth a Gos ng

**Date**

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1/18/2022

# CYNTHIA GOSLING



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***Creative and experienced communication and marketing professional skilled in balancing critical analysis and flexible thinking to work through challenges, achieve objective and drive results.***

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## FUNCTIONAL EXPERTISE

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*Product marketing communication content | Integrated program management | Strategic planning | Vendor relations | Partner development project leadership | Event management | Budget planning and management | Data analysis | Visual design | Public speaking | Education content development and delivery*

## EMPLOYMENT HISTORY

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### **Opus One Winery:**

*4/2018 - current*

#### **eCommerce/Direct to Consumer**

- Daily review and finalizing completion regarding order issues including quarantine and potential fraud.
- Included in marketing campaign planning, data analysis and events (virtual and physical)
- Direct customer service and contact – work closely with Guest Relations, Direct Marketing, Shipping team and Accounting

### **Nelson Staffing:**

#### **Napa Valley College** *4/2017 -4/2018*

- Office of Academic Affairs - Project Coordinator; Executive Assistant
- Academic Senate - Administrative Coordinator
- President's Office - Interim Executive Coordinator; Liaison to Board of Trustees

#### **Opus One Winery** *4/2016 – 4/2017*

##### **eCommerce/Fraud Detection**

- Domestic and international website and phone order authentication and processing. Fraud order detection and investigation. *Prevented over \$250,000 of fraudulent orders initially from being processed on website.*

### **Greater Trinidad Chamber of Commerce**

*2/2015 – 4/2016*

#### **Executive Director**

- Manage day to day operations including meeting facilitation and membership development. Maintain and grow relationship with area businesses and organization to promote membership, increase business networking and growth opportunities
- Event coordination and communication
- Oversee communication to membership including monthly newsletter, website and social media venues
- With Board of Directors develop and execute plans for promoting area and local businesses through tourism

### **Consultant**

*10/2013 – 12/2016*

Konawalic Design – marketing planning and content development

Westerly Marketing – messaging, marketing communication planning and content creation, process planning

Thirdbridge (Cognolink) – messaging review and validation, IT investment research

Ferndale Museum – collection management and computerization

Clarke Historical Museum – exhibit research

### **IBM Corporation**

*7/2002 – 7/2013*

#### **Global Market Segment Manager, Cloud Solutions on Power Systems** *2/2012 – 7/2013*

Systems and Technology Group.

*Used global understanding of market and portfolio offerings to recommend attractive and addressable market segments in geographies. Met or exceeded targets every quarter.*

- Led development of global marketing strategy and implementation of integrated marketing program for solution portfolio
- Created overall portfolio/product messaging in alignment with brand messaging and go-to market plans to create and capture value. Worked with geography teams to localized plans and value messaging
- Content development and education for successful integrated product launches and announcements
- Led development of marketing assets to support campaigns and events including videos, white papers, analyst papers, blogs, e-books, webinars, education content, and video debates. *Appointed as team contact for all creative agency/event vendor relations.*

- Drove Go-to-Market plans across teams including Product Development, Demand Generation, Analyst Relations, Business Partners, Public Relations, Education, Enablement and Events.
- Assessed activities using Key Performance Indicators, response analysis, web metrics and pipeline review and made change recommendations.
- Budget development and expense controls
- Traveled worldwide as requested education/enablement speaker for sales teams and business partners

#### **Global Solutions Marketing Manager – Cloud** 2/2011 – 2/2012

##### **Smarter Computing Initiative**

*Recruited as core member of a small team to launch IBM's strategic Smarter Computing initiative. Received recognition and numerous awards for highly successful launch and best of breed presentation.*

- Developed IBM's Smarter Computing messaging and positioning for private enterprise cloud computing. Created executive communications, client, and education presentations, managed event presence and assets
- Wrote messaging and portfolio alignments guides used across corporation
- Co-created cross organization communication plan. Wrote content and managed creative vendor deliverables

#### **Marketing Communication, Events and Enablement – Software Group** 7/2002 – 2/2011

##### Communication and Content Management:

- Lead editor for monthly and quarterly internal newsletters and executive communications. Web and print format.
- Designed, created, and managed web based single source repository for overall portfolio assets and sub repositories for brands and products.
- User interface design and content subject matter expert for mobile apps and web
- Managed customer reference/case study program for portfolio across five software brands and one division. Stickler for telling absolute best story while ensuring message alignment and content integrity. *Developed and implemented efficient process for creating multiple assets from single interview which became used by all case study teams.*

##### Education and Enablement:

- Teamed across software brands to create quarterly inside sales enablement schedule across geographies. Worked with sales and marketing executives to prioritize topics. *Created best-of-breed enablement template which became used for all internal sales enablement sessions.*
- Content owner for Top Gun sales enablement courses

##### Event Management:

- Content point person for multi day annual brand sales kick off. Created content including motivational videos and executive presentations
- Portfolio lead for conference/trade show presence including logistics, staffing and content, executive schedules, and client hospitality

#### **Informix Software** (purchased by IBM 7/2002)

7/2000 – 7/2002

##### **Events Manager**

- Lead for companywide worldwide multi-day annual education conferences and annual sales quota reward events. Organizational point person for all vendors. Cross organization and vendor communication and status.
- Events lead for division. Responsible for group presence at industry trade shows, conferences, and roadshows. Coordinated content, staffing and managed logistics. Traveled with roadshows for logistics and as speaker.

## **EDUCATION**

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### **Continuing Professional Education and Certifications:**

**Napa Valley College** Project Management Fundamentals Certification

#### *IBM*

- Sales Top Gun
- Leading at IBM (*management training requiring director nominations and VP approval*)

#### *SiriusDecisions Marketing Professional Certifications:*

- Essentials of Product Marketing
- Understanding Pipeline Acceleration
- Integrated Campaign Planning

**University of the Arts.** Philadelphia, Pennsylvania  
Master of Fine Arts: Museum Exhibition Planning and Design

**University of the Pacific.** Stockton, California  
Bachelor of Arts: Art History / Business Administration