
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](https://www.countyofnapa.org/1334/About-the-Board)

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?

Napa County Library Commission: Submitted

Category of Membership for Which You Are Applying

County of Napa Representative

Profile

Margaret

First Name

Woodard

Last Name

Middle
Initial

Email Address

Home Address

Suite or Apt

Napa

City

CA

State

94558

Postal Code

Which supervisorial district do you reside in? *

☒ District 2

To find your supervisorial district go to <https://www.countyofnapa.org/1334/About-the-Board>, click on "Look Up My District" and enter your address.

Primary Phone

Margaret Woodard

Self

Employer

Marketing Consultant

Job Title

Semi-retired

Occupation

Education/Experience

Accomplished senior marketing and business leader with extensive experience driving growth and implementing innovative strategies in the automotive and HR/payroll services industries. Proven ability to deliver results through strategic planning, market analysis, and cross-functional collaboration. MBA from Columbia University Graduate School of Business.

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

Daniel Woodard, retired

Resume

[Margaret_Woodard_Resume.pdf](#)

Upload a Resume

Letter of 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.

Daniel Woodard [REDACTED] Isly San Pedro [REDACTED] Arthur Roosa [REDACTED]

Community Participation

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

I am passionate about fostering community engagement, lifelong learning, and access to knowledge for all. As someone who values the transformative power of libraries, I want to contribute my skills and experiences to support the Napa County Library mission. Joining the Napa County Library Commission would allow me to advocate for initiatives that enhance library services, promote literacy, and create inclusive spaces where everyone feels welcome. I am eager to collaborate with others who share this vision and work together to strengthen our community through the library system.

Nature of activity and community location

Mt. Veeder Fire Safe Council, Napa County

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

Napa County Civil Grand Jury (2024-2025)

Margaret Woodard

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 meet the criteria required to serve in this position.

☒ Yes ☐ No

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

☒ Yes ☐ No

Please Agree with the Following Statement

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.

☒ I Agree

Electronic Signature (First M. Last)

Margaret Woodard

Date

March 8, 2025

MARGARET S. WOODARD

(CA) •

SUMMARY

Results-oriented senior marketing and business leader with broad and deep experience in developing and executing growth strategies in the automotive and business services industries. Passionate customer advocate skilled in client insight discovery, strategic brand management, integrated product marketing programs and customer experience. Highly collaborative management style with a track record of developing high performing marketing organizations and future leaders. Background in international marketing and management consulting.

WORK EXPERIENCE

Cox Automotive, Inc. – Atlanta GA

2019-2024

The world's largest private automotive services and technology provider with solutions for car shoppers, automakers, dealers, retailers, lenders, and fleet owners.

Senior Marketing Director – Inventory Management Solutions/Inventory Solutions

Led the development and execution of strategic marketing plans and programs across Cox Auto inventory management software, auction, and floor planning businesses (vAuto, Kelley Blue Book Instant Cash Offer, HomeNet Automotive, Manheim, Upside, NextGear Capital)

- Led the creation and deployment of the division and business unit annual marketing plans aligned to business strategic programs and revenue goals with clear metrics for marketing.
- Leveraged internal and external market research and business intelligence to provide data and insights on dealer and market challenges and trends, key competitors, unique differentiators, brand health, and customer sentiment trends.
- Identified untapped opportunities, distinctive competencies, and positioning for the suite of solutions, crafting strategies around key messaging, positioning, target personas, and compelling narratives and creative to drive awareness, engagement, growth, and loyalty.
- Worked closely with business and functional stakeholders – Product, Sales, Operations, Performance Managers, Finance, Corporate – as well as external agencies to ensure organizational alignment and open communications on marketing programs and outcomes.
- Directly managed and inspired a team of 30 product marketers, brand marketers, events specialists, sales support coordinators, marketing communications, and lead generators.

Automatic Data Processing (ADP) – Roseland NJ, Hoffman Estates IL

2000-2019

Global provider of cloud based Human Capital Management solutions and Business Process Outsourcing (BPO) services, analytics, and compliance expertise. ADP Dealer Services division was spun-off in 2014 to form an independent company - CDK Global.

Vice President, Strategy – ADP Compliance Solutions

Led strategy development for the Tax Services business units serving 740k clients. Developed client insights to guide product/service development with a focus on delivering compelling and effortless client experiences to create competitive differentiation and drive client loyalty and growth.

- Refocused the organization to deliver an end-to-end effortless client experience by partnering with business and functional leaders on business process improvement programs to identify and address pain points from client interactions and product use.

- Formed the Tax Client Advisory Board giving key high value payroll clients “a seat at the table”, facilitating an open and collaborative environment for guiding tax product and service innovation, identifying client issues and discussing ADP strategic direction.
- Launched The Bridge, a robust online community built exclusively for clients to learn, share, and connect with their peers in Payroll, HR, Tax and Benefits areas. The business platform gave clients 24/7 access to helpful resources, urgent updates, and subject matter experts.

Vice President, Product Marketing – ADP Compliance Solutions

Led the development and execution of integrated business, product and marketing strategies across 7 business units, including Payroll Tax, Employment Tax, Sales and Use Tax, Payment Solutions, Procure-to-Pay, Unemployment Compensation Management and Garnishment Services.

- Led division strategic planning and market research initiatives to support new product and market opportunities and guide future focus and investments.
- Led brand positioning strategy and execution, ensuring consistent messaging on the value of the brand and ADP solutions. Engaged and directed creative agencies to support highly targeted communications objectives.
- Led the development and implementation of integrated and targeted marketing strategies and programs that delivered meaningful client value propositions and measurable ROI.
- Built and led a high-performing client-focused product marketing organization aligned with business and sales strategic growth programs and revenue goals.

Vice President, Strategy and Market Development (Asia Pacific) – ADP Dealer Services

Established Shanghai (China) regional office and led the development and execution of business strategies for the key Asia Pacific markets of China, Japan, South Korea, Singapore and Thailand.

- Developed the dealer management system (DMS) strategic plan for Asia Pacific, directing market research efforts to identify opportunity space, competitive environment, and risks.
- Created regional product and pricing strategies that captured the ADP DMS value proposition and reflected different local market, economic, and OEM considerations.
- Built relationships with regional influencers within key automaker and automotive dealer organizations and identified and recommended strategic partnerships to drive the brand.

Vice President, Division Marketing – ADP Dealer Services

Led the division marketing organization which included strategic planning, market research, marketing programs, strategic pricing, brand positioning, public relations, trade events and communications across strategic growth areas and business segments.

- Led the business transformation from diverse products and services to integrated solutions that delivered measurable value to targeted market segments and customers.
- Led the development and execution of division marketing strategies that effectively supported product and overall business goals and strengthened the ADP DMS brand.
- Led the creation and implementation of comprehensive and integrated marketing programs that provided powerful value propositions to the automotive dealer and OEM markets.

EDUCATION

Columbia University Graduate School of Business
Master of Business Administration, Marketing and International Business

New York, NY

Ateneo de Manila University
Bachelor of Science, Business Management *cum laude*

Manila, Philippines