



A Tradition of Stewardship
A Commitment to Service

County Executive Office

1195 Third Street, Suite 310
Napa, CA 94559
www.countyofnapa.org

Main: (707) 253-4580

Neha Hoskins
Clerk of the Board

November 25, 2024

Cynthia Gosling

Angwin, CA 94508

Re: Monticello Public Cemetery District Advisory Committee

Dear Cynthia:

You have been a valued Member of the Monticello Public Cemetery District Advisory Committee. The term of your position expires on December 31, 2024. If you wish to request reappointment for a 4-year term, please check the following box:

- Yes, I would like my name, this letter and application forwarded to the Board of Supervisors for possible reappointment to the Monticello Public Cemetery District Advisory Committee for the term commencing immediately and expiring December 31, 2028.

If you have chosen to request reappointment, please check one of the two boxes below regarding your last application:

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- I confirm that all the information on my last application is current.
- Some of the information on my last application is no longer current or is five (5) years old or older. I will submit a new or revised application.

(To complete a new application form either contact the Napa County Executive Office or go to the following link to complete your application online:

<https://www.countyofnapa.org/1420/Committees-Commissions>

After checking the appropriate box, sign and date on the lines below and return this letter to the County Executive Office by mail or email.

Cynthia Gosling
SIGNATURE

12/5/2024
DATE

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?

Monticello Public Cemetery District Advisory Committee: Submitted

Category of Membership for Which You Are Applying

full member

Profile

Cynthia _____ Gosling _____
First Name Middle Initial Last Name

_____ _____
Email Address

_____ _____
Home Address Suite or Apt

Angwin _____ CA 94508
City 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

Club Demonstration Service

Employer

Event

Job Title

Shopper Marketing Tactics

Occupation

Education/Experience

<https://www.linkedin.com/in/cynthia-gosling-12330110/>

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

Resume

[C_Gosling_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.

Community Participation

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

Regarding my father, George Gosling, am related to over 50% of the families that lived in Monticello 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 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)

Cynthia Gosling

Date

12/05/2024

Cynthia Gosling

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

FUNCTIONAL EXPERTISE

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

EMPLOYMENT HISTORY

Club Demonstration Service (CDS)

Creating and activating events with Costco members and on the most effective of Shopper Marketing Tactics 11/2024 - current

Opus One Winery:

eCommerce/Direct to Consumer

4/2019 – 6/2023

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

Nelson Staffing:

4/2016-4/2019

Napa Valley College 4/2017 -4/2019

- 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.

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

Konwalia Design – marketing planning and content development

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

Third Bridge (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.

- 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, PR, 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 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 7/2001 – 2/2011

Communication and Content Management:

- Lead editor for monthly and quarterly internal newsletter, 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 portfolio external references web pages and syndication
- 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 7/2001)

7/1998 – 7/2001

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

Continuing Professional Education and Certifications:

Napa Valley College Project Management Fundamentals Certification

IBM

- Sales Top Guns
- 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