

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?

Napa Valley Transportation Authority (NVTa) Active Transportation Advisory Committee (ATAC): Submitted

Category of Membership for Which You Are Applying

NVTa

Profile

Caitlin

First Name

Middle Initial

Ochoa-Illamas

Last Name

Email Address

Home Address

Suite or Apt

Napa

City

CA

State

94559

Postal Code

Which supervisorial district do you reside in? *

☒ District 1

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

Primary Phone

Planet Labs PBC
Employer

Senior Customer Success
Manager
Job Title

Sales
Occupation

Education/Experience

Bachelor of Arts in Geography Minor in GIS from the George Washington University

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

Vanessa Ochoa-Llamas, Data Analyst Crimson Wine

Resume

[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.

Paris Good - [REDACTED] Sarah Risk - [REDACTED] Kathy Narlow - [REDACTED]

Community Participation

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

I am eager to serve on the Active Transportation Advisory Committee (ATAC) because I am passionate about creating safer, more sustainable communities. With a deep appreciation for the natural beauty of Napa Valley and its unique character, I believe promoting bicycling and walking as viable transportation options is essential for preserving the environment and improving the quality of life for residents. My experience in customer success, where I focus on building strong relationships and driving positive outcomes, has equipped me with the skills to collaborate effectively and advocate for initiatives that align with ATAC's mission. Furthermore, as a mother, I am particularly motivated to ensure that our transportation infrastructure supports the health and safety of future generations. By serving on ATAC, I hope to contribute to reducing congestion, improving air quality, and fostering a more pedestrian and bicycle-friendly community that benefits everyone.

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)

Caitlin Baird Ochoa-Llamas

Date

8/30/2024

Caitlin Ochoa-LLamas

I excel at creating and refining processes from concept to implementation and have a proven ability to enhance customer onboarding and manage customer success in SaaS companies.

Napa, CA 94559

EXPERIENCE

Planet Labs, *Senior Customer Success Manager*

JANUARY 2020 - PRESENT

- Manage book of business 13 million ACV across various industries. Execute account planning, executive business reviews, and voice of the customer in roadmap planning.
- Experience communicating with political leaders, C-level executives of Fortune 500 companies, and thought leaders.
- Maintained an NPS between 50-75 for 4 years. Experience managing strategic accounts with thousands of users.
- Work with Planet's most strategic accounts most notably growing an account from a small pilot to multi-million recurring contract.

ESI Logistics, *Senior Implementation Manager*

JULY 2018 - NOVEMBER 2019

- Implemented a structured onboarding and training process for clients and built out account management experience for twenty three customers I owned.
- Played an instrumental role in identifying and prioritizing new partnership opportunities in new territories growing our sales pipeline from two customers to fifty in less than one year.
- Operated in a newly regulated industry constantly navigating and reprioritized company roadmap based on changing regulations. Communicate and ensure the health of the customer base in the process.

Apple, Inc., *Process Engineer*

APRIL 2013 - JUNE 2018

- Strong technical acumen helping build and launch the transit feature in iOS9 and the introduction of new maps in iOS12.
- Worked closely with engineering, product, operations and executive teams to translate highly technical concepts to usable workflows
- Created, launched, and iterated on seven business processes used by thousands of users

SKILLS

Gainsight , Salesforce,
Zendesk

Account Planning

Value Mapping

Team Building and
Leadership

Risk Assessment and
Management

Executive Presence

ACHIEVEMENTS

On Deck Customer Success
Fellow ODCS2

Certified Customer Success
Manager Level 4

EDUCATION

**George Washington
University, B.A
Geography**

SEPTEMBER 2009 - MAY 2013