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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?**

Planning Commission: Submitted

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

Public Member

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**Profile**

Keri

First Name

R

Middle Initial

Akemi-hernandez

Last Name

  
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/2051/Find-my-supervisor-and-district> and enter your address.

Home: 

Primary Phone

Luxe Places International Realty

Employer

Real Estate Executive  
Professional

Job Title

Realtor/Entrepreneur/Small  
Business Owner DRE  
01273602

Occupation

## Education/Experience

23 years in Real Estate AA from Chamberlin R.E. School, Campbell, Ca 23 years in Business & Marketing, NVC and Santa Rosa J.C. 6 years Viticulture & Enology, NVC 2 years Sports Medicine, Santa Rosa J.C. 3 years Nursing @ Saddleback College, Mission Viejo, Ca

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

Filed for Divorce February 2022

## Resume

[see attached](#)

Upload a Resume

Letter of Recommendation or Supplemental  
Attachments

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

Active Real Estate License DRE 01273602, Issued January 2021 and Expiring March 2026

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

E. Beth Nelsen [REDACTED], Bill Chadwick [REDACTED] Blanca Huijon [REDACTED]

## Community Participation

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

As a real estate agent and a person involved with housing across Napa County and the surrounding bay area, planning is a critical role that I would like to be proactive to address these concerns locally and regionally. I believe that my advocacy for small businesses, affordable housing, project management, as well as knowledge of land use with the leadership roles that provide key insight to collaborate with others on the Planning Commission, Community Members and Partners to make informed recommendations to the Board of Supervisors. I believe my diverse background, personal and professional experiences offer a deep sense of compassion for all facets of life to advocate for indigenous, latinx, black, asian, LGBTQIA, women, parents, youth, poor and marginalized community members. I am open minded, thoughtful, enjoy collaborating with others, and very passionate community leader. I think my peers will share their experiences in how easy and enjoyable it is to work with me and what we have accomplished together as a team. I believe that I will help make a positive difference and look forward to furthering our commitment to improving our community with the Napa County Planning Commission.

## Nature of activity and community location

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Napa County H.E.A.C. Vice Chair, Napa County Housing Commissioner, Napa County Mental Health Board Member, Napa County MHB Cultural Advisory Committee Member, Urban Habitat (BCLI) Leadership Cohort 2022, North Bay Organizing Project, Movement Generation, (AIBL) American Indian Business Leader Member, Leadership Napa Valley Class 30, Bi-National Health Task Force Member, PR & Communications Director, LWC Co-Chair, Puertas Abiertas volunteer, Napa Valley Dream Team volunteer, North Bay Rapid Response Network Co-Founder, Citizenship Legal Services volunteer, Habitat for Humanity volunteer, Suscol Intertribal Council past Fundraising Chair and volunteer, Tzu Chi of Santa Rosa volunteer and many more.

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

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Napa County H.E.A.C. Vice Chair, Napa County Housing Commissioner, Napa County Mental Health Board Member, Napa County MHB Cultural Advisory Committee Member

## 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)

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No adverse actions taken but I have some debts accumulated from Divorce in 2010 or Divorce in 2022, Victim of Violent Crime in 2012, I was injured in a car accident in 2017, I was a bicyclist involved in hit-run Car accident 2019, COVID-19 related loss of income.

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## Electronic Signature Agreement

I meet the criteria required to serve in this position.

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☒ Yes ☐ No

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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Keri Rose Akemi-Hernandez

## Date

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01/09/2022

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## OBJECTIVE

I am looking for an opportunity to work with a team that runs on clear communication. I want to align myself with a company I believe in and where I can create positive change. I am always looking to learn more, and I am open to taking on challenging projects.

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## SUMMARY OF QUALIFICATIONS

Professional with over 20 years of experience; persistent, determined, positive attitude, strong work ethic & integrity, highly organized, ability to multi-task in a fast-paced environment, and rapid-learner. My diverse work experience offers a unique set of skills. Abilities Include:

- Customer Service and Office Administration (22 years)
- Wine Hospitality (6 years)
- Operations Analyst (4 Years)
- Consulting, Communications, Sales, Marketing, Public Relations (22 years)
- Real Estate, Land Acquisition and Finance (22 years)
- Design & Project Management (22 years)
- Works well Independently and as a Team Player
- Open & Direct Communication
- Exceptional Customer Service
- Simplify & Resolve complex problems
- Sound Judgment & Objectivity when making decisions
- Strong Contract, Correspondence, Content Writing, & Interpersonal Communication skills
- Excellent Negotiation Skills
- Sales Fulfillment, E-Commerce, POS Compliance Systems:  
E-Winery, Microworks WineDirect 4.1, ShipCompliant, Authorize.Net
- ERP Operating System, CRM and Database Management System: JD Edwards, Salesforce
- Microsoft Office Suite: Word, Excel, PowerPoint, Outlook

### **Customer Service, Office Administration and Hospitality-** *Provide an exceptional Customer Service.*

- Provided warm personalized customer relations that is positive, courteous and respectful attitude at all times.
- Developed & maintained CRM database
- Processed and coordinated multiple phone, e-mail & web sales orders daily
- Executed customer requests with accuracy & professionalism.
- Implemented customer loyalty programs, increase wine club membership & focus on customer retention.
- Point of contact who resolved customer issues in a timely manner and maintain customer satisfaction & loyalty.
- Represented winery at onsite & offsite promotional events and tastings.
- Provided strong presentation skills with the ability to relay knowledge of wines and wine production
- Hosted wine and cheese pairings and VIP Visits & Private wine tastings & tours
- Promoted wine club and grow membership.
- Networked with neighboring wineries, restaurants, hotels, resorts, limo & bus tour companies, restaurants, golf courses and local retailers to promote our brand & expand recognition.

### **Operations Analyst-** *Dedicated to work as a Team Player with all departments to improve efficiency and protect the company operations.*

- Review existing business operations and provide analysis on effectiveness or recommend improving work methods
- Analyze data and conduct research
- Identify problems and recommend solutions
- Follow compliance standards and regulations
- Monitor company operations
- Find ways to improve productivity and cohesive workflow
- Improve interdepartmental communication
- Review budgets and prepare reports
- Reconcile monthly inventories, and track costs with the Finance department and Chief Executive officers

## **Consulting, Communications, Sales, Marketing and Public Relations-** *Consistently exceed goals & expectations.*

- Set goals to maximize sales opportunities.
- Applied Extensive Sales Knowledge and Training Techniques to overcome objections and negotiate terms.
- Developed new & Maintained existing customer relationships within a determined territory.
- Researched current Market Trends and Competition to analyze how to maximize our advantage.
- Generated interest by contacting prospective clients, via phone, email or any general communication method.
- Created & Maintained Database.
- Educated clients about available products, services resources and demonstrated how to utilize them effectively & demonstrated value.
- Understood customer(s) needs & made expert recommendations.
- Analyzed customer accounts to maximize benefits to promote financial success.
- Point of contact to Resolve customer issues and Maintain customer Satisfaction & Loyalty.
- Prepared and Reviewed legal contracts, documents, and related correspondence.
- Coordinated time sensitive timelines and managed each step of the process through to successful completion.
- Created Print & Internet Marketing strategies & Campaigns to promote sales.
- Create Print collateral: Ad Campaigns, Flyers, Quarterly Newsletter, etc.
- Create e-Blasts for special announcements, events & promotions.
- Write press releases, develop press kits
- Maintain website and social media sites
- Coordinate all efforts with all key decision makers, internal departments and collaborate with other professionals or agencies
- Conduct Presentations in front of major offices and industry trade associations, demonstrating products and services.
- Volunteer my time on various boards, advocate with many non-profit groups and provide donations to local charitable organizations.

## **Real Estate, Land Acquisition and Finance-** *Top Sales Performer. Tough Negotiator. Consistently exceed goals & expectations.*

- Local & Global executive professional who develops plans to help clients succeed and build their wealth.
- Manage and grow a high-net-worth client portfolio which represents over \$20 million in assets
- Identify opportunities to acquire or sell residential, commercial, vineyard, and land listings to sell or represent buyers
- Provide market research, ROI analysis and development mitigation research and project coordination
- Administer land on behalf of clients with their acquired property to coordinate with various agencies and specialists for approval
- Optimize resources, leverage network to maximize listing exposure and help clients realize high net returns
- Educate clients about available products, services resources and demonstrated how to utilize them effectively & demonstrate value
- Listen to better understand customer(s) needs & made expert recommendations.
- Provide complex analysis, strong negotiation and innovative sales techniques and creative marketing strategies
- Analyze customer accounts to maximize benefits to promote financial success.
- Point of contact to Resolve customer issues and Maintain customer Satisfaction & Loyalty.
- Prepare and review contracts, documents and related correspondence.
- Coordinate time sensitive timelines and managed each step of the process through to successful completion.
- Create Print & Internet Marketing strategies & Campaigns to promote sales
- Continue to develop and train the 707 Team to provide additional resources for clients who are able to connect with talented individuals who are highly responsive and engage as needs arise.
- Stay informed on new laws and regulations, as well as to keep up with continuing education to sharpen skills and stay relevant
- Keri Akemi-Hernandez Realtor <https://1kerirealtor.com/>

## **Design and Project Management-** *Consistently exceed goals & expectations.*

- Committed to implementing Green, Eco-Friendly, Sustainable and Energy Efficient Design concepts
- Provide conceptual Design for Planning purposes for remodel, new construction or commercial improvements
- Coordinate the Acquisition & Entitlement
- Coordinate Research, Application submission for government approvals for zoning, density, design, use, and permits
- Provide conceptual Residential or Commercial design or Vineyard to support balanced smart growth
- Visual brand design & consulting
- Website & Social Media Design, Re-design, optimization consulting
- Life coaching for personal or business
- Feng-shui & Green Design consulting to plan, arrange & organize
- Non-Profit & Business plan consulting
- Business, Wineries event planning
- Real Estate Partial, Full, Virtual Staging services
- Lifestyle Staging & Re-design
- KRO Design <https://1kro.com>

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**Wine Club, Sales & Marketing, Public Relations, Customer Loyalty Team Leader, Tasting Room Associate, with Alkar** 01/2012 to Present

*Alkar Human Resources is locally owned and operated employment agency that serves Napa, Sonoma and Solano counties.*

Successfully completed assignments while representing different winery clients and providing exceptional support with their DTC fulfillment, Account Management, Operations, Customer Service, Wine Club, Logistics, Tasting Room, and Special Events needs. Accomplishments include: Increasing wine club memberships by **30%**, Increasing Visitor Traffic by **50%**, Collecting **\$500,000** in Accounts Receivables within 3 months, consistently ranking within the Top amongst my peers for Wine sales.

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**Real Estate Executive, with Luxe Places International Realty** 08/2020 to Present

*Luxe Places International Realty is a High End Luxury Real Estate Brokerage where I work as an Independent Contractor.*

I continue to manage a portfolio of clients with a net worth over **\$20,000,000.+** I consistently ranked within the **Top agents** within my office. I continue to develop new & maintain existing customer relationships with a long-term focus. I listen to customer needs to make expert recommendations, find ways to maximize benefits and promote financial success. I am highly competitive, and apply extensive sales knowledge to maximize results, overcome objections and negotiate effectively.

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**Real Estate Executive, with Sotheby's International Realty** 05/2014 to 08/2020

*Sotheby's International Realty is a High End Luxury Real Estate Brokerage where I work as an Independent Contractor.*

I managed a portfolio of clients with a net worth over **\$20,000,000.** I consistently ranked within the **Top 10** within my office. I have been featured on American Dream TV, a local and national real estate TV show. I made a guest appearance on TLC "My First Home," which featured a successful renovation project and also promoted Napa Valley Real Estate to home buyers.

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**Wine Information Analyst, with Treasury Wine Estates** 07/2013 to 12/2017

*Treasury Wine Estate (NYSE: TWE.AX) is the 2<sup>nd</sup> Largest Global Winemaking and Distribution business that is based in Australia.*

I coordinated with the Winemaking team to communicate real time information with all department leaders. I was responsible for processing operations for Wine Production, Compliance and Finance and ensure documentation and compliance is accurate. I was recognized as being a Strong Contributor; ensuring that all documentation is both accurate and compliant. I coordinated with the Winemaking team, Cellar, and other department leaders to make sure current information is accessible on our Network. I analyze the Wine Production operations to managing juice to Bottled Blends, adhere to the Compliance regulations and assist with the required reports, reconcile monthly inventories, and track costs with Finance.

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**Personal Banker, with Wells Fargo Bank** 12/2009 to 12/2011

*Wells Fargo & Company (NYSE: WFC) is a diversified financial services company.*

I understood customers banking needs to make expert recommendations. Developed new & maintained existing customer relationships with a long term focus. I managed a portfolio of clients with a net worth over \$100,000. I consistently ranked within the Top Personal Bankers in my Region and within my department.

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**Real Estate Executive, with Pacific Union Real Estate** 01/2006 to 12/2010

*Pacific Union Real Estate is a High End Luxury Real Estate Brokerage where I worked as an Independent Contractor.*

Generated and closed home sales representing **\$3.3 Million** 2006 to 2007, **\$6.3 Million** 2007 to 2008 **\$4.3 Million**

- Successful Tentative Map Approval for 49 lot Major Subdivision, 30 lot Major Subdivision, Preliminary Approval for 5 lot Minor Subdivision, 2006

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**Real Estate Executive, with Alain Pinel Realtors** 12/1999 to 01/2006

*Alain Pinel Realtors is a High End Luxury Real Estate Brokerage where I worked as an Independent Contractor.*

Generated and closed home sales representing:

**\$5.9 Million** 2005-2006, **\$3.3 Million** 2004 to 2005, **\$2 Million** 2003 to 2004, 2002 to 2003 **\$20 Million**, 2000 to 2001 **\$15 Million**

- Appeared on ABC and BBC to promote The Village at Hiddenbrook New Home community, 2000 to 2003 Generated and closed **100** New Homes

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**EDUCATION**

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**Napa Valley College** 08/2012 to 06/2016

**Major: Business Administration. Concentration in Business Management, Viticulture Wine Technology, Wine Marketing & Sales, Double Major: Spanish**

VWT Program Completed Courses: Fundamentals of Enology, Wine Marketing, Wines of the World, Winery Compliance and Record Keeping  
Spanish Completed Courses: 1<sup>st</sup> and 2<sup>nd</sup> Semester

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**Sonoma State University** 10/2007

**Wine Marketing Seminar: "Introducing a New Brand to the Market, SSU Wine Business Program**

Marketing Panel Forum: Maggie Zeman, Linda Murphy, Sean Ziegler, Kerry Damskey, Paul Tincknell

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**Chamberlin** 10/1998 to 06/2002

**Real Estate Broker Major: Real Estate, Finance, and Law. Real Estate Certificate: Equivalent to AA Degree**  
**California DRE License # 01273602**

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## VOLUNTEER AND COMMUNITY SERVICE

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### **U.S. Census Bureau Enumerator**

**2020**

As a U.S. Census Bureau Enumerator, I helped collect demographic, economic and housing data on behalf to help my community. I was responsible for canvassing neighborhoods, then documenting and reporting the information. This information is critically important in gathering information to support local programs that will shape the future of our community by ensuring that they get their fair share of federal funds spent on schools, hospitals, roads, public works projects and other vital programs. Developers use the census to build new homes and revitalize old neighborhoods.

### **American Indigenous Business Leaders (AIBL) 2021 Business Plan Conference panel Judge**

I am excited to be one of the 2021 AIBL Business Plan Conference panel judges. AIBL is the only American Indigenous non-profit organization solely dedicated to empowering business students in the United States. Our programs are designed to engage students in activities that stimulate, enhance, and expand educational experiences beyond traditional academic methods. All students are encouraged to participate in AIBL regardless of race, academic major, or career objectives. The goal is to prepare students for business and entrepreneurship opportunities in the future. The competition is intended to provide an educational experience for students by learning the process of creating and presenting a business plan. Each business plan will be created through the efforts of all participating students with my guidance as a business mentor, which will then be presented as a team at the 2021 virtual AIBL Business Plan forum. Judges are asked to evaluate the plans based upon their potential to become a viable new venture and will focus on the plan or idea, its potential for value creation, and the likelihood of achieving success based upon the team's plan and presentation. As a Team Leader, I will manage all communications and logistics for the team, including any written, verbal, or electronic communications with the National AIBL staff. The Team Leader's responsibilities include:

- Submitting your team's completed Business Plan application, and AIBL Chapter registration form (if applicable)
- Ensuring that all submissions are made by the deadline
- Students are expected to: a. Be a driving force behind the new venture b. Have played a major role in developing and submitting the business plan c. Participate in the presentation at the conference.

### **Napa County Housing Commissioner**

**2020 to 2024**

The Napa County Housing Commission (NCHC), an advisory body to the Housing Authority and Board of Supervisors, was reconstituted in late 2015 to expand its focus from overseeing the three migrant centers to including reviews of any project requesting funding from the County's Affordable Housing Fund.

### **Board Member, with the Napa County Health Board**

**2020 to 2024**

The Mental Health Board serves as an oversight committee by reviewing and evaluating the community mental health needs, services, and facilities, and advising the Napa County Mental Health Director and Board of Supervisors as to any aspect of the County's mental health programs.

### **Board Member, with Napa County Mental Health Cultural Competency Advisory Committee**

**06/2019 to Present**

In collaboration with community leaders within the Napa County Mental Health System commitment to cultural competence Napa County Mental Health Plan (NCMHP) and the commitment to ensuring the provision of county- wide mental health services are delivered in ways which recognize, are sensitive to, and respectful of individual, cultural and linguistic differences as illustrated throughout this updated Cultural Competence Plan. The Mission Statement: to responsibly provide mental health services that promote individual strengths, inspire hope, and improve the quality of life for people within Napa County.

### **Solano & Napa Medical Society (SCMS/NCMS), Fundraising Chair and Event Sponsor**

**2019 to 2020**

As the fundraising chair, I oversaw all fundraising efforts and coordinated all donations. The Solano County Medical Society and Napa County Medical Society Awards Gala is a celebration of physicians in the region, their many accomplishments in providing quality health care, and their leadership in organized medicine and within the community. Both NCMS and SCMS are affiliated with the California Medical Association and the American Medical Association.

### **Napa Valley Film Festival Educational Team & Outreach Member**

**2020**

As a part of the educational team, I helped organize a special selection of festival films to screen in the classroom. I helped behind the scenes Q&A with Filmmakers, Actors to discuss their subjects while visiting students or engage in intimate small private community screenings. NVFF hosts and sponsors year-round **film** screenings for students, parents, and educators throughout the **Napa Valley**. These **films** seek to generate thought-provoking discussions across our diverse audiences, as well as to enrich the community by presenting an annual world-class **festival** and year-round **education** and outreach programs.

**Public Relations, Communications Director, Co-Chair, Bi-National Health Alliance Napa County** **01/2016 to 03/2019**

As a volunteer with the Bi-National Health Alliance of Napa County serve as a Task Force Member. In 2017 to 2019, I was elected to serve as the Public Relations & Communications Director. In 2018 to 2019, I was elected as the Co-Chair for the Latina Women's Conference. I kept members informed about the Organization goals, events and success stories. I worked closely with other members of the team to develop, maintain, and implement marketing and public relations strategies that promote our mission, raise awareness, seek donations and increase our social media presence. Bi-National Health Alliance of Napa County is a collaborative effort of various Napa County Latino service providers and community members, whose goal is to bring awareness to and address the specific health needs of the Latino community living in Napa County. In partnership with the Health Initiative of the Americas, a program of the University of California at Berkeley School of Public Health, the Counsel General of Mexico in San Francisco, and other local, state and national organizations, Bi-National Health works to improve quality of life, promote positive physical and mental health behaviors, provide opportunities to access resources in a culturally sensitive environment, and empower the Latino community overall. Mission: To improve the Latino's quality of life, by promote positive physical and mental health behaviors, and to address the need of culturally sensitive approaches.

**Class 30 Alumni with Leadership Napa Valley Class 30** **01/2016 to Present**

I am honored to be selected out of 50 applicants, for one of 28 seats. I am learning more about our local government and how to collaborate with leaders within our community. The Leadership Napa Valley program's mission is to make the Napa Valley a better place to live, work and do business by involving, informing, and inspiring leaders to strengthen our community.

**Community Advocate, Napa Valley Dream Team and North Bay Rapid Response Network** **01/2014 to Present**

I volunteer to participate in workshops and stay informed about community issues. The Napa Valley Dream Team supports students and community members to advocate for the rights of undocumented youth within the Napa Valley. We work together to change policies in order to support [im]migrant families and continue to self-empower ourselves in an effort to become a resource to those who need it.

**Home Builder and Fundraising Volunteer, with Habitat for Humanity** **01/2000 to Present**

I volunteer to raise money and to build homes with Habitat for Humanity in Napa, Solano, Sonoma, Lake and Contra Costa counties for over 16 years. At Habitat for Humanity, we build. We build because we believe that everyone, everywhere, should have a healthy, affordable place to call home. More than building homes, we build communities, we build hope and we build the opportunity for families to help themselves.

**National Communications Director, with Women for WineSense** **07/2013 to 07/2014**

I was elected as a volunteer to serve as the National Communications Director for Women for WineSense. I will keep members informed about the Organization goals, events and success stories. I will work closely with other members of the team to develop, maintain and implement marketing and public relations strategies that promote our mission and expand Regional and National recognition.

**International Wine Competition Volunteer, with Sunset Magazine** **2013 to 2014**

The Sunset Magazine International Wine Competition is one of the most ambitious and successful wine competitions where judges qualify wines to discern which wines are worthy of accolades and medals. I worked behind the scenes for the event to organize and categorize wine, as well as prepare tastings for the panel of judges.

**Fundraising Chair, with Suscol Intertribal Council** **01/2014 to 12/2016**

I work with the members of Suscol Intertribal to seek fundraising within our community to support their programs. The Mission of Suscol Intertribal Council is to develop and maintain a Native American "Suskol House" in Chiles-Pope Valley, located in the Northeastern corner of Napa County, CA. The Land project is sustainable, environmentally-friendly open space, as well as preserving and protecting Native American sacred sites and traditions. The Suskol House project will host small groups of between 8 and 40 people for a spiritual healing retreat. The members also provide other resources to continue to support our local schools diverse Community cultural Education outreach programs. We are lucky to have an incredible asset in our own backyard and be able to share the beautiful traditions with our children.

**Workshop Volunteer, Citizenship Legal Services** **01/2014 to 12/2016**

I volunteer to assist citizens with forms and resources to complete their Citizenship application through monthly workshops. Citizenship Legal Services, formally Legal Aid of Napa Valley, provides bilingual assistance to immigrants on their path to Naturalization and United States Citizenship.

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**REFERENCES**

Available Upon Request

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