



A Tradition of Stewardship
A Commitment to Service

County Executive Office
1195 Third Street, Room 310 Napa, CA 94559-3082
(707) 253-4421 FAX (707) 253-4176
APPLICATION FOR APPOINTMENT TO
BOARD, COMMISSION, COMMITTEE OR TASK FORCE

RECEIVED

SEP 21 2015

NAPA COUNTY eAFA
EXECUTIVE OFFICE

PLEASE TYPE OR PRINT (Complete pages 1 through 3)

NOTE: 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.

PLEASE NOTE THAT APPOINTEES MAY BE REQUIRED BY STATE LAW AND COUNTY CONFLICT OF INTEREST CODE TO FILE FINANCIAL DISCLOSURE STATEMENTS.

For information about Form 700 Conflict of Interest Code click on this link [Committee List of Form 700 Filers](#)

*Application for Appointment to: (Name of Board, Commission, Committee or Task Force)

Mental Health Board

*Category of membership for which you are applying:

(This information can be found on the news release announcing the opening.
You may apply for more than one category if more than one position is open.)

Board Member

*Supervisory District in which you reside:

District 4

*Full Name:

Kristine M Haataja

*Date:

9/21/2015

*Current Occupation: (within the last twelve (12) months)

Not Currently Employed. Previously Sr. Research Manager, MetrixLab/MarketTools, as a consumer insights and strategy consultant

*Current License: (Professional or Occupational, date of issue and/or expiration including status)

None

*Education/Experience: (A resume may be attached containing this and any other information that would be helpful to the Board in evaluating your application.)

MBA, marketing emphasis
35+ years as a consumer insights and strategy consultant

*Community Participation: (Nature of activity and community location)

Life Coach, Girls on the Run Napa-Solano; Development Committee, Aldea, Napa
Previously Board of Deacons, Board of Trustees @ Piedmont Community Church, Piedmont CA

*Other County Board/Commission/Committee on which you serve/have served:

None

*Application for Appointment to: (Name of Board, Commission, Committee or Task Force)

Mental Health Board

Names, addresses and phone number of three (3) individuals familiar with your background:

*Name:

Patti Heilbron

*Address:

[REDACTED]

*City:

Oakland

*State:

CA

*Zip Code:

94618

*Telephone:

[REDACTED]

*Name:

Vicki (Duckhorn) Weinert

*Address:

[REDACTED]

*City:

Napa

*State:

CA

*Zip Code:

94558

*Telephone:

[REDACTED]

*Name:

Dr. Diane Albracht Benson

*Address:

[REDACTED]

*City:

Piedmont

*State:

CA

*Zip Code:

94611

*Telephone:

[REDACTED]

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

Peter Stephens, retired

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

I raised a daughter w/early onset bipolar, navigating medical & education interventions. My family has a history of depression, so treatment of mental illness is a cause close to my heart. I'm an expert in consumer research, interviewing & analysis.

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Mental Health Board

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.

PERSONAL INFORMATION

The following information is provided in confidence, but may be used by the Board of Supervisors when making the appointment, or be used by the Committee/Commission/Board/Task Force following appointment for purposes of communicating with the appointee.

*Full Name:

Kristine M Haataja

*email Address:

[REDACTED]

*Home Address:

[REDACTED]

*Work Address:

[REDACTED]

*City:

Napa

*State:

CA

*Zip Code:

94558

*City:

Napa

*State:

CA

*Zip Code:

94558

*Telephone:

[REDACTED]

*Telephone:

[REDACTED]

KRISTINE M. HAATAJA

Napa, California 94558

Consumer Insights & Strategy Professional

Cross-Functional Team Leadership | Driving Insights to Action

Expert consumer insights professional with a proven track record for translating consumer learning into marketing strategy and tactics. Expertise and passion for innovation and new product development.

Core Competencies: New Product Concept Development and Screening, Decision and Action Oriented, Leadership and Team Building, Strong Project Management and Communication Skills, Wine Industry Expertise

EXPERIENCE

MarketTools, Inc., San Francisco, CA, 2006-2015

Senior Research Manager

Designed and managed consumer insights projects for client E&J Gallo, growing the business eightfold over five years to become MarketTools' largest client on the West Coast.

- Defined opportunities for new product development, line extensions, and improved positioning among Millennials, Hispanic consumers, Sparkling Wine brands, and Moscato varietals.
- Enabled greater penetration and loyalty for Barefoot brand among Hispanic and African American consumers by identifying motivating factors.
- Recommended messaging for Gallo Family Vineyards, which was credited by the Director of Consumer Insights & Strategy as key factor in reversing brand share decline.
- Proved that Barefoot wine is a preferred wine among consumers in the Casual Dining channel, which drove increased distribution at Applebee's.
- Identified competitive strengths, weaknesses, and opportunities for wine brands in the US and UK, based on insights from wine brand health and customer health tracking.
- Currently manage program evaluating new product concepts, package designs, and naming initiatives.

Recognition:

- "Over the Top Award": Developed and led a 2-week training program for India Client Services Team, training over 50 employees.
- "Impact Award": Analysis and recommendation resulting in anticipated \$350,000 annual cost savings.

McKean Marketing Resources, Piedmont, CA, 1996-2006

Consumer Insights Consultant

Developed and maintained a sole practitioner marketing research consultancy for 10 years.

- Led consumer learning initiatives for innovation projects, including consumer discovery, concept development, concept screening, positioning, product optimization and usability.
- Identified competitive strengths and weaknesses for a national fast food restaurant chain and provided recommendations to strengthen market presence.
- Analyzed pet food market, identified key target segments, and recommended strategies for product improvement, new product development and line extensions, and messaging.
- Provided pro bono research to guide community organizations in program development and communications.

Clients included: Wineries including Franciscan Estates and Domaine Chandon, as well as Clorox, Del Monte Foods, Nestle (Ice Cream and Pet Divisions), PowerBar, LifeScan, and Tyco Healthcare.

KRISTINE M. HAATAJA

NFO Research, Inc., San Francisco, CA, 1992-1996

Vice President, Research

Directed research and operations teams for a syndicated telecommunications research program, with clients in all the Regional Bell Operating Companies.

- Designed research programs, established pricing, managed cross-functional research team, and directed research analysis.
- Optimized sampling and incentive structures, implemented operations efficiencies resulting in cost reductions, improvements in COGs, and increased profitability.
- Developed successful product line extensions and new products.
- Represented the company and led workshops at industry trade shows.

ADDITIONAL EXPERIENCE

Marketing Research Manager, Crown Zellerbach Corporation – San Francisco, California

Brand Research Manager, Del Monte Foods – San Francisco, California

EDUCATION

MBA University of North Carolina, Chapel Hill, North Carolina
Emphasis in Marketing

BA Gustavus Adolphus College, St. Peter, Minnesota
Bachelor of Arts in Sociology, *Cum Laude*

Creative Education Foundation – Springboard to Creative Problem Solving (week-long intensive)

Riva Training Institute – Skill Acceleration for Moderators (3-day seminar)

The Burke Institute: – More than 140 hours of training in various marketing topics

INTERESTS

Gourmet cooking, physical fitness, bicycling, choral singing, international travel, international philanthropy