



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

JAN 02 2015
Orig. APP Rcvd SAFA
COUNTY OF NAPA
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)

Napa County Local Food Advisory Council

*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.)

Community at Large

*Supervisorial District in which you reside:

Yountville - District 3

*Full Name:

Jessica Lauren Mennella

*Date:

1/5/2015

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

Business Consultant

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

NA

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

BS, Economics, Wharton School of Business, BA, History, University of Pennsylvania, MBA, Stanford Graduate School of Business; 12 years experience in financial services, 5 years experience lifestyle, food, wellness space. Proud Yountville resident.

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

Napa Valley Opera House, Board of Trustees
Stanford Alumni Consulting Team, On the Move/VOICES Napa and Sonoma
Stanford Alumni Consulting Team, The Nature Conservancy
Napa City Earthquake Volunteer

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

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

Napa County Local Food Advisory Council

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

*Name:

Kathrin Dellago

*Address:

[Redacted Address]

*City: *State: *Zip Code:

Tiburon CA 94920

*Telephone:

[Redacted Telephone]

*Name:

Melinda Kearney

*Address:

[Redacted Address]

*City: *State: *Zip Code:

St. Helena CA 94574

*Telephone:

[Redacted Telephone]

*Name:

Mary D'Agostino

*Address:

[Redacted Address]

*City: *State: *Zip Code:

Kentfield CA 94904

*Telephone:

[Redacted Telephone]

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

Dan Petroski, Winemaker Larkmead Vnyd, Owner Massican Winery

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

I have: A passion for food, believe it is key to our health and wellness; Worked in the food space (Fat, Sick & Nearly Dead, D&D, www.comeandcookwithus.com); Experience in sustainability (Stanford ACT, TNC); a strong commitment to the Napa community.

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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:

[Redacted]

*email Address:

[Redacted]

*Home Address:

[Redacted]

*Work Address:

[Redacted]

*City:

Yountville

*State:

CA

*Zip Code:

94599

*City:

Yountville

*State:

CA

*Zip Code:

94599

*Telephone:

[Redacted]

*Telephone:

[Redacted]

BIO FOR JESSICA MENNELLA, 2014

Jessica Mennella is a financial services and luxury retail professional with management and operational experience across both sectors. Jessica serves as a consultant to the lifestyle and wellness sector, focused on clients in the food, wine, retail and health and lifestyle areas. Jessica has advised early stage start-ups and new business ventures in the strategic planning, operations, marketing, and leadership / human capital arenas, and in this capacity, worked for 3 years as a consultant to a start up in lifestyle and wellness space launching the documentary film *Fat, Sick & Nearly Dead*, along with starting *Reboot with Joe*, a lifestyle company focused on juice fasting and wellness.

From 2012 to 2013, Jessica served as a general manager for Leslie Rudd Investment Co., where she had management and P&L responsibility for the retail and food service businesses in California (Dean & DeLuca, Oakville Grocery, Rudd Farms and the Rudd Commissary Kitchen), and served as the acting General Manager for Dean & DeLuca St. Helena, simultaneously.

Jessica has a passion for supporting women-run businesses, and to that end has served as a private business consultant to a select group of small and growing women-run entrepreneurial wine labels, advising clients on operational planning, business structures, and organizational development. Jessica co-authors a weekly blog on cooking healthy meals, called www.comeandcookwithus.com, has developed business plans for early stage start-ups, including a now Michelin star restaurant in the Bay Area; Jessica is continually researching new business ventures to pursue!

Prior to this, Jessica spent 12 years with Merrill Lynch & Co. in a variety of roles, including serving as a Director with Merrill's Prime Brokerage Group, as COO of Merrill's Equity Sales Group, as a sales trader for Merrill's Equity Derivatives desk, and a housing analyst for Merrill's Public Finance group. Jessica received an MBA from the Stanford Graduate School of Business in 2000, and completed her undergraduate studies at the University of Pennsylvania in 1994 where she earned a BS in Economics from the Wharton School of Business and a BA in History from the School of Arts and Sciences. Jessica is a proud alumna of New York City's Stuyvesant High School, and of the City of New York's Urban Fellows Program, where she served as a member of the Giuliani Administration.

Born and raised in Brooklyn, New York, Jessica left her bright-lights-big-city-life (and the mania of Wall Street) for the beauty of Northern California. After traveling to various parts of the Bay Area in search of "home", she happily settled in the Napa Valley where her husband, Dan Petroski, is the winemaker for Larkmead Vineyards, and the proprietor of the Italian-inspired wine label, Massican. She spends her free time cooking meals to match the wines Dan makes, making perfumes (and sharing them with friends), is an avid lover of yoga and Pilates, and will read just about any book she can get her hands on! Jessica is a resident of Yountville, CA.

JESSICA L. MENNELLA

Yountville, CA 94599

SUMMARY

- MBA with 19 years professional experience in financial services, and luxury lifestyle consumer businesses; experienced in finance, client and customer management, retail operations, business development and strategy.
- Extensive experience in strategic business planning, and operational implementation, successful at managing diverse constituencies, working to improve and increase profitability, and developing strong management teams.

PROFESSIONAL EXPERIENCE

Strategic Consulting Services, Napa, CA 2009 – present

Multiple Clients: Acting Chief of Staff/ COO, Controller, Business Development

- Corporate advisory and consulting services; work with management teams on leadership development, strategic planning, and day-to-day business decisions in the lifestyle and wellness space. Clients include wineries, restaurants, healthcare providers, and lifestyle and wellness startups.
- Manage operations and communications for clients; serve multiple roles for early-stage companies.

Leslie Rudd Investment Company, Napa, CA 2012 to 2013

General Manager, Western Retail and Food Operations June 2012 – June 2013

- Management and P&L responsibility for the LRICO retail, commissary and farm outlets in Napa Valley, CA, including Oakville Grocery (Napa & Sonoma), Dean & DeLuca (St. Helena), Rudd Farms Napa Valley, and the Rudd Kitchen.
- Responsible for a team of ~75 full time, part time and seasonal employees across the four businesses.
- Improved financial results across all operations; worked with managers of individual outlets to bring businesses to profitability, and increase EBITDA via cost cutting, and improved efficiencies across all units.

Acting General Manager, Dean & DeLuca St. Helena Jan 2013 – June 2013

- Assumed responsibility for the day-to-day operations of St. Helena store when GM resigned, significantly improved EBITDA, operational processes, inventory management, store aesthetic, staff development, and manager training.

Merrill Lynch & Co., New York, NY & San Francisco, CA 1996 – 2009

Prime Brokerage Sales, Talent & Human Resources Consulting 2007 – June 2009

- Part of a two member team tasked with creating a human capital consulting offering for hedge fund clients.
- Executed compensation design and strategy for select hedge fund managers.

Chief Operating Officer, Equity Research Sales, Prime Brokerage Sales 2005 – 2007

- Co-developed new multi-disciplinary coverage model focused on creating the best hedge fund sales team on the street.
- Advised internal managers on mapping political positions, navigating the organization, and aligning with senior vision.
- Worked with head of sales to develop a forward looking, strategic business plan; built consensus and support for plan.
- Developed an effective framework and metrics to implement change within a large organizational department.
- Created a process for delivering simple and reliable metrics to measure the client equity business.

Sales Trader, Equity Derivatives 2003 – 2005

- Sales traded derivatives, futures, ETFs, and total return swaps with hedge funds, private funds and institutional clients.
- Utilized technical analysis and marketed the use of options and swaps as a way to express stock views.
- Marketed total return swap products, and dividend yield enhancement trades to derivatives to clients across the firm.

Americas Team Manager, Global Relationship Management 1999 – 2003

- Managed eleven analyst and associate account managers, covering the firm's 60 largest clients across all products.
- Rebuilt the group focusing on shaping strategy to include goals and objectives around specific target accounts.

Analyst, Public Finance 1996 – 1998

- Analyst for \$2Bn in senior managed housing bond financings; structured securities and provided cash flow analyses for transactions, including rating agency runs, and arbitrage yield computations for tax compliance purposes.

Office of the Mayor, City of New York, New York, NY 1994 – 1996

Special Assistant to the Deputy Mayor, City of New York 1995 – 1996

Urban Fellow, City of New York 1994 – 1995

EDUCATION

MBA, Stanford University Graduate School of Business, Stanford, CA May 2000

BS, BA, University of Pennsylvania, Philadelphia, PA August 1994

Wharton School of Business, BS in Economics, College of Arts and Sciences, BA in History

Graduate of Stuyvesant High School, New York, NY June 1990

COMMUNITY ACTIVITIES

Stanford GSB Alumni Consulting Team (The Nature Conservancy and VOICES Napa/Sonoma); Trustee, NV Opera House