

APPLICATION FOR APPOINTMENT TO
COUNTY BOARDS/COMMISSIONS AND COMMITTEES

Submit Date: Mar 30, 2022

Profile

Instructions: You may fill out this application on-line by tabbing between fields. After you have completed the form, print the application by clicking on the Print button at the bottom of the page. Alternatively, you may print the blank form and fill it out by hand. You must sign and date the application. Attach any additional documents and mail to the address at the bottom of the form.

Must be a resident of Nevada County to apply.

Which Boards would you like to apply for?

Penn Valley Area Municipal Advisory Council: Submitted

Question applies to multiple boards

Confirm your desired member position:

PV MAC

Incumbent?

☐ Yes ☒ No

Patricia

First Name

Rockwell

Last Name

Home Address

Suite or Apt

Penn Valley

City

CA

State

95946

Postal Code

Time(s) available to attend meetings (days, evenings, etc.)

I am flexible on times.

Mailing Address (if different from residence)

Supervisory District 1 through 5 (Available from Election Office, 265-1298)

☒ District 4

Email Address

Mobile:

Primary Phone

Alternate Phone

Interests & Experiences

Patricia Rockwell

Experience: A resume, or additional sheets, may be attached containing any information that would be helpful to the Board in evaluating your application.

Education/Employment Experience

I have finished two years of college. I have worked for companies, worked for tech companies and non-profits. You will find my full employment experience up to 2018 in my resume.

Community Experience and Affiliations

I have been involved with local non-profits in other counties. In Nevada County, I have been on the board of the Nevada County Cannabis Alliance and still participate in various committees. I also participated in the Citizen's Academy in 2021.

Other County Boards, Commissions, or Committees on which you have served:

NA

Other experience you feel would be helpful to the Board of Supervisors in making this appointment:

Involvement in the policy discussions with county staff and various BOS members during ordinance process taught me a lot about the county and how best to come to consensus on various issues.

References: Please list two references with telephone numbers

Ember Amador, CHIRP (530) 460-8494 Clayton Thomas, Captain, PV Fire District - (530) 432-2630

[PR_Resume.pdf](#)

Upload a Resume

Other attachment

Agreement

Applicants may be required by State Law and County Ordinance to file a financial disclosure statement as part of the appointment process. The form may be viewed at <http://www.fppc.ca.gov>. An Oath of Office will be required upon appointment. I have reviewed the Financial Disclosure Statement requirement.

☒ I Agree

Applications must be filed with: **Clerk of the Board of Supervisors, County of Nevada, 950 Maidu Ave., Nevada City CA 95959-8617.** This application is a public document.
Document-16360 Rev 1/2008

Patricia Rockwell

Summary of qualifications

Business Analysis

- Guide customers through systems setup taking into consideration customer's internal business rules, processes and reporting needs.
- Determine, develop and implement best practice solutions to solve Client business problems.
- Oversaw implementation of PSA software for Professional Services project management

Product Management

- Work closely with Engineering and Product Management groups to design and implement new functionality in next generation code.
- Continuously worked with clients and internal departments to define innovative, strategic functionality to improve / enhance application offerings.
- Managed internal team to test pre-release core software and submit bugs and RFCs

Project Management

- Managed multiple, independent, client and business implementations with conflicting/divergent needs with on-time delivery and excellent ROI
- Interface with clients during all phases of project duration including writing comprehensive requirement documentation, developing UAT strategies, training and post implementation support.
- Construction and Management of implementation plan, project schedule timelines, and engineering, QA and IT resources including managing budget & timeline projections.
- Continuous interface with Engineering, Production, and QA resources to successfully complete implementation to customer expectations as outlined in Customer Requirement Documents.

Team Management

- Managed a very successful production team with multiple projects with aggressive due dates; 95% on-time delivery with minimal to no revisions.
- Mentored team through significant changes, keeping team morale high and without negatively affecting deliverables
- Instrumental in integrating and retaining diverse teams into the first Creative Services team within Adobe Consulting Services.

Hi-Level Management

- Participated in planning for multiple successful reorganizations; first after Adobe acquisition of Scene7, second, ongoing, for multiple integrations of Professional Services group after large acquisitions and new management.

Professional Experience / Accomplishments

August 2012 - February 2018 Adobe Systems
Senior Manager, Experience Consulting

San Francisco, CA

Instrumental in creation of first UX/Creative Services group within Adobe Global Services (AGS)

- Guided teams from different parts of the organization with diverse skills into a vibrant, entrepreneurial team that pushed the envelope of offerings within AGS.
- Collaborated with Tech Services, Product Engineering, Solution Consulting, Sales, and Engagement Management to hone Creative offerings as Adobe Solutions changed.
- Defined services for Adobe Media BU, the first official offering of services outside of the Adobe Marketing BU.

2007 – August 2012

Adobe Systems

San Francisco, CA

Senior Manager, Professional Services

In addition to the responsibilities below for Scene7, additional items are as follows:

- Revamped pricing, workflow to fit into Adobe systems. Undergoing second integration into Omniture systems.
- Assisted in department reorganization, created plans, worked with team managers in ProServices to implement changes in process.
- Managed internal resources and worked with engineering team and release management team to review software releases and submit RFCs for improvement in core product
- Project Management of strategic client production services
- Championed SCRUM methodology for Scene7 teams.
- Implemented PSA software for Professional Services project management

2004 - 2007

Scene7, Inc.

Novato, CA

Senior Creative Services Manager, Project Manager

- Account Manager for client accounts, overseeing implementation of Scene7 software and manage production for full service accounts
- Collaborated with Technical Services team to implement high-end, cutting-edge “configurators” for dynamic image serving and personalization
- Managed employee and outside vendor teams for high-paced, complex asset production
- Managed costs to return an ever-increasing ROI for the company; consistently brought in between 50 – 75% of Professional Services revenue

1999 - 2002

InterSight Interactive Insight Network

Novato, CA

Senior Production Manager

Managed quarterly automated catalog production for two departments of Levi Strauss & Co. from inception, software design, to production of pre-press files. Responsibilities included:

- Receiving and analyzing data and image files and importing into customized database
- Managing personnel and production calendar
- Database management & development; apple-scripting to InDesign
- Maintained terrific customer relations
- Co-managed new accounts, analyzed customer needs and assisted in writing specs for software development

1990-1992

Parallax Press

Berkeley, CA

Senior Accounting Manager

Software Conversion, Accountant, Editor

- Converted manual bookkeeping, order fulfillment, inventory control, royalty reporting, sales tax reporting, business taxes, and payroll to computerized MAC system - did all necessary manual system streamlining to make conversion possible
- Did all necessary reporting - sales tax, payroll tax, business tax, royalties

1979-1992

Snow Lion Publications

Ithaca, NY

Co-Founder, Co-Owner, Corporate Secretary, Director

- Instrumental in the establishment of the company
- Instituted the order-fulfillment and bookkeeping systems
- Established successful relationships with small press distributors and other publishers; created distribution company tailored to market
- Built a customer base of solid trade and individual accounts
- Managed day-to-day operations: invoicing, packing and shipping
- Converted manual order-fulfillment and accounts receivable to computer system; did necessary analysis and systemization to facilitate the installation of the system
- Attended trade shows and conventions
- Acquired turn-key manuscripts

Education

2007-2016

Adobe Corporate Training

Now That You're a Manager, Managing within the Law, Leadership and Change, and more

1998-2001

Santa Rosa Junior College, Santa Rosa, California

Filemaker Pro, Intermediate and Advanced, Quark Xpress, InDesign, Applescript

1988-1989

University of California, Berkeley, San Francisco, CA

Publishing Certificate Program

Undergrad

Cornell University, Ithaca, NY

Special Interests

1990 – 2005 (15 years)

Tibetan Nuns Project

Bay Area/Greater Seattle Area

US Administrator/Board of Directors

The Tibetan Nuns Project was founded over two decades ago to provide education and humanitarian aid to refugee nuns from Tibet and Himalayan regions of India. The Project provides facilities and programs to educate, empower, and improve the status of ordained Tibetan women. Recently, the honored degree of "geshe" (PhD in Buddhist Philosophy) is now attainable for these women, a degree that was only available to monks in the past.

2013 - present (3 years)

Niroga Institute

Berekeley, CA

Board of Directors

Niroga Institute, was founded in 2005 as a non-profit organization, which strives to foster health and well-being for individuals, families, and communities through the practice of Mindful Yoga. The Sanskrit word, Niroga, means 'freedom from disease' or integral health - health of body, mind, and spirit. The healing benefits of Mindful Yoga have been shown to extend to our physical, emotional, psychological, and spiritual well-being. The practice of Mindful Yoga induces positive transformation in a natural, holistic, organic, and integrated way.